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Retail trade [monthly] 1955-56.







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CANADA

1940

# RETAIL TRADE

JANUARY - 1955-56

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The Right Honourable C. D. Howe, Minister of Trade and Commerce

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## RETAIL TRADE

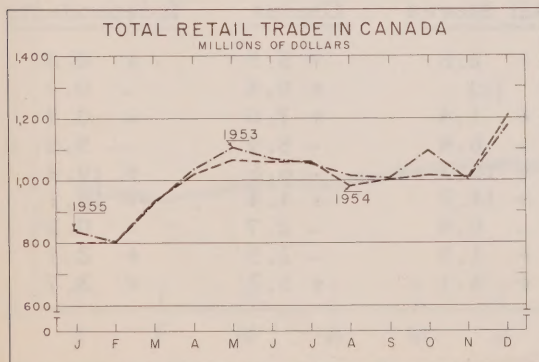
The total estimated dollar value of retail sales in Canada during January, 1955, was \$838,672,000 an increase of 4.8% above those in January, 1954, when sales were estimated to be \$800,405,000. These, as well as the other estimates in this bulletin are not adjusted for number of shopping days, price changes or seasonal variations.

Five of the seven provinces had increased sales during January, 1955. British Columbia registered the largest percentage increase (16.7%) over a year earlier. Other provinces which had increases were: Atlantic 6.7%; Quebec 2.8%; Ontario 3.9% and Alberta 7.8%. The two remaining provinces, Manitoba and Saskatchewan, had decreases of 1.7% and 3.0% respectively.

Thirteen of the 18 specified kinds of business as well as the miscellaneous group showed increases in sales while the family clothing classification remained unchanged during January compared with a year earlier. The durable goods trades registered the largest increases with furniture, appliance and radio showing an increase of 14.2%, lumber and building material dealers 14.1%, and motor vehicle dealers 11.8%. Some other percentage increases were: department stores 10.3%; variety stores 6.8% and jewellery stores 4.1%.

Department store sales were estimated to be \$68,974,000, an increase of 10.3% from January 1954 when department stores had sales of

\$62,549,000. Inventories on hand at December 31, 1954 had a selling value of \$235,314,000 up 14.5% from December 31, 1953.



The estimates in this bulletin are based on the results of a mail survey conducted each month by the

Merchandising and Services Section of the Dominion Bureau of Statistics. Beginning with January, 1955 the estimates are derived from a new panel of respondents selected with probability in proportion to size from the 1951 census of distribution list of independent retail establishments. Department stores and chain stores are treated as a separate universe.

With the new sample results, certain classification changes have been made. Some trades are of lesser significance, and the component sales of others seem to warrant consolidation. The classification of meat markets has been combined with other food and beverage stores. This combined classification, formerly in the "all other" category, together with grocery and combination stores and restaurants gives an estimate of total food and beverage sales. The two classes, furniture stores and appliance and radio stores have been combined since it seemed that the appliance sales of furniture stores were having an improper effect on furniture sales. Tobacco stores have been combined with a residual group, named "miscellaneous" since it is not now comparable with the former "all other" category. For further details respecting classifications, see Appendix A.

### Percentage Changes in Selected Retail Trades

January 1955 over January 1954

#### Chains and Independents

#### Canada

	<u>All Stores</u>	<u>Chains</u>	<u>Independents</u>
Grocery and Combination .....	+ 2.6	+ 5.5	+ 0.8
Family Clothing .....	(c)	+ 0.4	- 0.1
Women's Clothing .....	+ 1.4	+ 7.0	- 0.3
Shoe .....	- 6.4	- 8.4	- 5.5
Lumber and Building Material.	+ 14.1	- 6.6	+ 19.4
Furniture, Appliance and Radio	+ 14.2	+ 4.4	+ 16.1
Restaurant .....	- 0.4	- 2.7	- 0.2
Drug .....	+ 1.5	- 2.5	+ 2.1
Jewellery .....	+ 4.1	+ 5.2	+ 3.7

(c) Unchanged

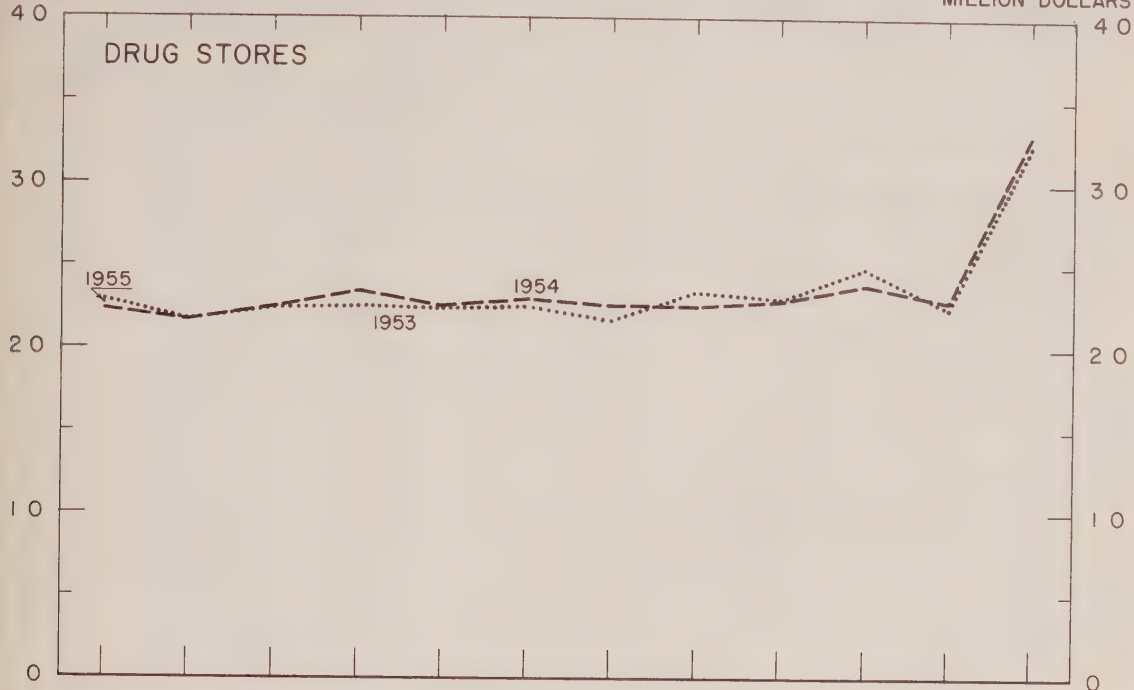


# MONTHLY SALES DRUG-JEWELLERY STORES

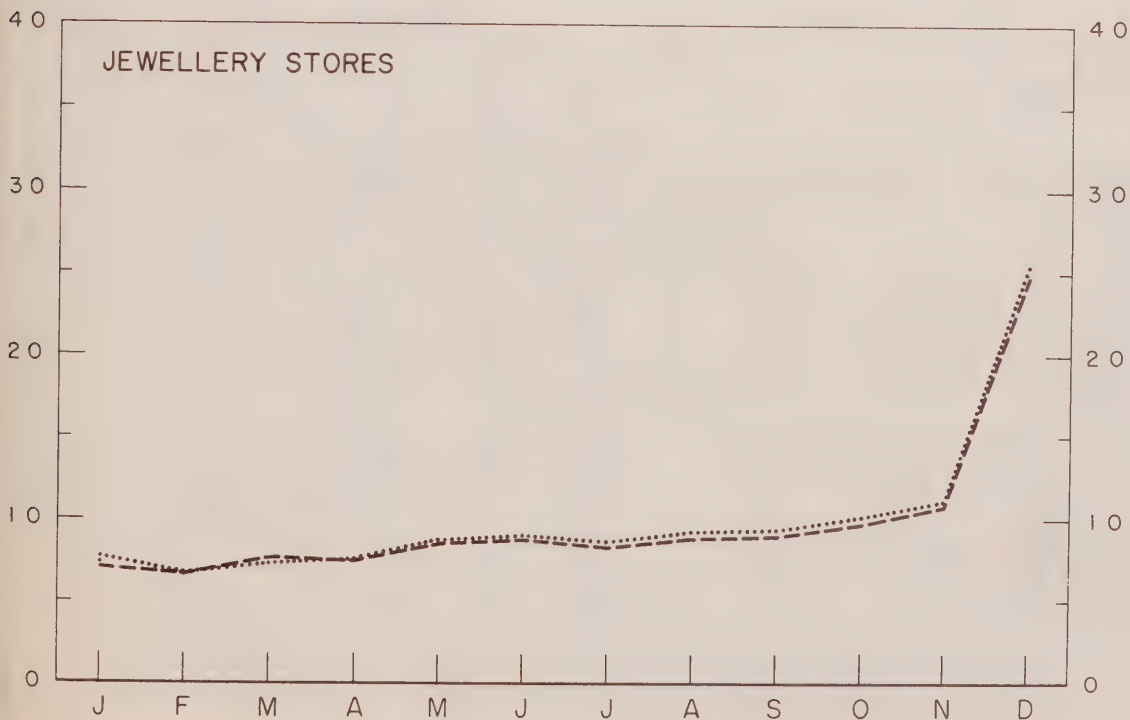
MILLION DOLLARS

MILLION DOLLARS

## DRUG STORES



## JEWELLERY STORES



## ESTIMATED RETAIL TRADE - CHAIN AND INDEPENDENT - BY PROVINCES AND KINDS OF BUSINESS

January, 1955  
(in thousands of dollars)

No.	Kind of Business or Store	All Stores	Chain	Independent	All Stores
Canada					Atlantic
1	TOTAL, ALL TRADES.....	838,672	155,728	682,944	72,138
2	Grocery & Combination.....	179,304	73,167	106,137	17,485
3	Other Food and Beverage.....	66,302	32,360	33,942	5,870
4	General.....	34,495	2,091	32,403	8,492
5	Department.....	68,974	-	68,974	5,000
6	Variety.....	12,631	10,679	1,953	1,075
7	Motor Vehicle.....	129,522	950	128,572	8,911
8	Garage & Filling Station.....	39,610	230	39,380	3,548
9	Men's Clothing.....	14,028	1,677	12,351	800
10	Family Clothing.....	12,775	2,626	10,149	1,712
11	Women's Clothing.....	14,467	3,468	10,998	700
12	Shoe.....	7,058	2,155	4,903	475
13	Hardware.....	12,985	817	12,169	884
14	Lumber & Building Material.....	23,420	3,879	19,542	726
15	Furniture, Appliance & Radio...	40,115	6,031	34,084	2,530
16	Restaurant.....	32,953	2,496	30,458	1,502
17	Fuel.....	31,655	424	31,231	1,465
18	Drug.....	22,597	2,718	19,879	1,469
19	Jewellery.....	7,297	2,050	5,247	316
20	Miscellaneous.....	88,484	7,910	80,572	9,178
Manitoba					Saskatchewan
21	TOTAL, ALL TRADES.....	44,602	6,112	38,490	44,694
22	Grocery & Combination.....	7,985	2,861	5,124	6,958
23	Other Food and Beverage.....	1,964	1,291	673	2,217
24	General.....	2,981	(a)	(a)	4,491
25	Department.....	6,667	-	6,667	3,788
26	Variety.....	325	310	15	460
27	Motor Vehicle.....	7,563	-	7,563	8,960
28	Garage & Filling Station.....	1,454	(a)	(a)	1,775
29	Men's Clothing.....	608	51	557	580
30	Family Clothing.....	660	(a)	(a)	522
31	Women's Clothing.....	416	139	277	463
32	Shoe.....	177	39	138	173
33	Hardware.....	634	(a)	(a)	929
34	Lumber & Building Material.....	2,762	415	2,347	1,991
35	Furniture, Appliance & Radio...	1,643	120	1,523	1,634
36	Restaurant.....	1,898	129	1,769	2,169
37	Fuel.....	1,029	-	1,029	672
38	Drug.....	1,185	(a)	(a)	1,433
39	Jewellery.....	295	(a)	(a)	543
40	Miscellaneous.....	4,356	371	3,985	4,936

(a) Indicates figures withheld to avoid disclosing individual operations, but are included in the totals. Any slight differences between the totals and their components are due to the rounding of the figures.

January, 1955  
(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent	No.
Provinces			Quebec			Ontario		
10,637	61,501	183,393	32,752	150,641	335,162	75,002	260,160	1
2,688	14,797	50,519	17,015	33,504	69,317	39,124	30,193	2
(a)	(a)	16,278	4,905	11,374	27,392	15,017	12,375	3
548	7,944	5,335	288	5,047	6,363	282	6,081	4
-	5,000	11,838	-	11,838	22,842	-	22,842	5
969	105	3,648	2,901	748	5,666	5,024	642	6
(a)	(a)	20,208	-	20,208	52,814	(a)	(a)	7
(a)	(a)	7,777	(a)	(a)	17,527	(a)	(a)	8
(a)	(a)	3,613	352	3,262	5,961	1,098	4,864	9
231	1,481	4,022	1,084	2,938	4,424	1,086	3,338	10
106	593	3,420	936	2,484	6,556	1,504	5,052	11
(a)	(a)	1,676	527	1,149	3,363	1,202	2,161	12
(a)	(a)	2,934	(a)	(a)	5,035	174	4,861	13
-	726	2,944	(a)	(a)	9,157	942	8,215	14
442	2,088	7,451	1,733	5,718	20,476	2,609	17,867	15
53	1,449	8,551	746	7,805	12,899	998	11,900	16
-	1,465	8,927	-	8,927	15,578	(a)	(a)	17
134	1,336	4,466	303	4,164	10,122	1,346	8,776	18
87	229	1,081	441	640	3,826	924	2,903	19
1,127	8,051	18,705	964	17,741	35,844	2,903	32,941	20
Saskatchewan			Alberta			British Columbia		
5,497	39,197	64,679	9,901	54,778	94,012	15,830	78,182	21
1,831	5,127	10,153	3,604	6,548	16,888	6,044	10,844	22
1,160	1,057	4,372	2,462	1,910	8,209	4,111	4,098	23
(a)	(a)	3,738	(a)	(a)	3,095	609	2,486	24
-	3,788	7,479	-	7,479	11,360	-	11,360	25
380	80	716	559	157	743	537	206	26
-	8,960	12,651	-	12,651	18,416	-	18,416	27
(a)	(a)	4,242	-	4,242	3,288	(a)	(a)	28
(a)	(a)	1,186	(a)	(a)	1,279	(a)	(a)	29
(a)	(a)	647	(a)	(a)	788	(a)	(a)	30
129	334	1,058	234	824	1,855	420	1,435	31
36	136	425	107	318	770	150	621	32
(a)	(a)	1,489	(a)	(a)	1,080	(a)	(a)	33
942	1,049	2,542	1,202	1,340	3,299	239	3,060	34
207	1,427	3,055	268	2,787	3,326	652	2,674	35
(a)	(a)	2,071	90	1,981	3,863	455	3,409	36
-	672	97	-	97	3,887	(a)	(a)	37
(a)	(a)	1,669	256	1,412	2,253	543	1,710	38
69	475	502	201	302	734	231	503	39
436	4,500	6,587	622	5,965	8,879	1,489	7,390	40



## Percentage Changes in Retail Trade— By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

January 1955 Over January 1954

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	+ 4.8	+ 6.7	+ 2.8	+ 3.9	- 1.7	- 3.0	+ 7.8	+ 16.7
Grocery & Combination.....	+ 2.6	+ 4.0	+ 5.8	- 0.6	+ 0.4	+ 3.4	+ 2.2	+ 7.0
Other Food and Beverage...	- 2.7	- 4.5	- 3.9	- 2.8	- 2.1	+ 4.5	- 1.1	- 1.7
General.....	+ 0.5	+ 10.4	+ 5.0	- 0.9	- 4.8	- 7.0	- 8.0	- 0.2
Department.....	+10.3	+ 16.6	+ 7.4	+ 8.8	+ 7.6	+ 3.3	+ 9.3	+ 19.1
Variety.....	+ 6.8	+ 8.0	+ 6.4	+ 4.1	+ 14.4	+ 13.0	+ 18.3	+ 11.9
Motor Vehicle.....	+11.8	+ 3.1	+ 14.7	+ 9.9	- 16.5	- 9.4	+ 26.0	+ 46.4
Garage & Filling Station..	+ 1.9	+ 8.9	- 0.8	- 0.4	- 11.2	- 1.4	+ 11.6	+ 11.6
Men's Clothing.....	- 2.7	- 1.6	- 7.8	+ 1.0	+ 9.7	- 17.6	- 4.6	- 0.5
Family Clothing.....	(c)	- 3.1	+ 0.6	+ 2.9	+ 19.8	- 9.2	- 13.5	- 5.7
Women's Clothing.....	+ 1.4	+ 6.4	- 0.6	(c)	+ 15.2	- 2.9	- 5.4	+ 11.6
Shoe.....	- 6.4	- 5.4	- 13.7	- 4.0	- 12.4	+ 4.2	+ 11.5	- 8.9
Hardware.....	+ 1.9	- 5.9	+ 12.6	- 1.6	- 7.2	- 14.4	+ 9.8	+ 13.0
Lumber & Building Material	+14.1	+ 14.3	+ 20.4	+ 11.3	+ 6.5	- 10.6	+ 0.8	+ 76.0
Furniture, Appliance & Radio	+14.2	+ 40.4	- 11.7	+ 17.7	+ 14.3	+ 14.6	+ 48.0	+ 29.5
Restaurant.....	- 0.4	- 10.5	+ 4.5	- 1.9	- 3.3	+ 3.2	- 6.3	+ 1.9
Fuel.....	+ 1.4	- 13.7	- 0.7	+ 7.1	- 12.4	- 21.0	- 25.4	+ 1.3
Drug.....	+ 1.5	+ 0.2	+ 0.3	+ 1.6	+ 0.9	+ 3.9	+ 0.3	+ 4.2
Jewellery.....	+ 4.1	- 3.4	- 13.4	+ 9.8	- 10.1	+ 21.7	- 0.4	+ 9.9
Miscellaneous.....	+ 6.5	+ 22.6	- 1.6	+ 5.8	+ 6.9	- 5.0	+ 3.8	+ 24.7

(c) Unchanged

# Estimated Retail Trade — By Provinces and Kinds of Business

January, 1955

(in thousands of dollars)

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
TOTAL, ALL TRADES.....	838,672	72,138	183,393	335,162	44,602	44,694	64,679	94,012
Grocery & Combination.....	179,304	17,485	50,519	69,317	7,985	6,958	10,153	16,888
Other Food and Beverage.....	66,302	5,870	16,278	27,392	1,964	2,217	4,372	8,209
General.....	34,495	8,492	5,335	6,363	2,981	4,491	3,738	3,095
Department.....	68,974	5,000	11,838	22,842	6,667	3,788	7,479	11,360
Variety.....	12,631	1,075	3,648	5,666	325	460	716	743
Motor Vehicle.....	129,522	8,911	20,208	52,814	7,563	8,960	12,651	18,416
Garage & Filling Station.....	39,610	3,548	7,777	17,527	1,454	1,775	4,242	3,288
Men's Clothing.....	14,028	800	3,613	5,961	608	580	1,186	1,279
Family Clothing.....	12,775	1,712	4,022	4,424	660	522	647	788
Women's Clothing.....	14,467	700	3,420	6,556	416	463	1,058	1,855
Shoe.....	7,058	475	1,676	3,363	177	173	425	770
Hardware.....	12,985	884	2,934	5,035	634	929	1,489	1,080
Lumber & Building Material.....	23,420	726	2,944	9,157	2,762	1,991	2,542	3,299
Furniture, Appliance & Radio.....	40,115	2,530	7,451	20,476	1,643	1,634	3,055	3,326
Restaurant.....	32,953	1,502	8,551	12,899	1,898	2,169	2,071	3,863
Fuel.....	31,655	1,465	8,927	15,578	1,029	672	97	3,887
Drug.....	22,597	1,469	4,466	10,122	1,185	1,433	1,669	2,253
Jewellery.....	7,297	316	1,081	3,826	295	543	502	734
Miscellaneous.....	88,484	9,178	18,705	35,844	4,356	4,936	6,587	8,879

(Without Adjustment for Price Changes)

January 1955 Over December 1954

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	- 30.6	- 32.7	- 31.9	- 30.9	- 31.5	- 28.6	- 31.7	- 24.0
Grocery & Combination.....	- 18.0	- 16.8	- 14.8	- 19.6	- 17.5	- 25.4	- 29.3	- 10.8
Other Food and Beverage....	- 23.3	- 28.0	- 23.2	- 23.4	- 23.5	- 25.0	- 23.4	- 19.1
General.....	- 31.2	- 16.7	- 39.8	- 30.2	- 33.4	- 34.1	- 35.3	- 36.6
Department.....	- 54.7	- 61.2	- 56.2	- 56.9	- 48.5	- 52.3	- 47.9	- 52.9
Variety.....	- 69.4	- 76.6	- 64.5	- 70.0	- 71.0	- 69.5	- 71.3	- 69.0
Motor Vehicle.....	+ 0.8	- 12.6	- 14.3	- 0.4	+ 10.5	+ 13.4	+ 0.6	+ 28.7
Garage & Filling Station...	- 10.6	+ 5.0	- 9.1	- 10.2	- 19.2	- 27.6	+ 0.3	- 24.9
Men's Clothing.....	- 55.3	- 49.6	- 42.9	- 61.7	- 60.6	- 45.0	- 54.9	- 53.0
Family Clothing.....	- 57.2	- 64.1	- 57.6	- 57.8	- 37.8	- 44.1	- 61.5	- 44.1
Women's Clothing.....	- 48.8	- 52.3	- 50.8	- 48.9	- 42.3	- 39.8	- 55.2	- 41.1
Shoe.....	- 54.7	- 56.1	- 62.8	- 55.6	- 47.9	- 41.9	- 19.4	- 39.0
Hardware.....	- 49.4	- 59.9	- 40.0	- 41.8	- 66.0	- 63.4	- 55.5	- 50.1
Lumber & Building Material.	- 18.4	- 41.1	- 30.4	- 12.1	- 16.0	- 29.7	- 37.5	+ 24.1
Furniture, Appliance & Radio.	- 23.1	- 38.9	- 32.6	- 12.8	- 38.1	- 16.8	- 8.9	- 39.0
Restaurant.....	- 7.4	- 23.0	- 13.4	+ 5.9	- 15.3	- 10.1	- 24.5	- 7.0
Fuel.....	+ 5.4	- 23.3	- 2.7	+ 5.7	+ 50.9	+ 1.2	+106.4	+ 37.1
Drug.....	- 31.5	- 35.2	- 20.6	- 35.3	- 33.2	- 30.7	- 34.1	- 27.1
Jewellery.....	- 70.6	- 80.8	- 78.2	- 65.9	- 77.1	- 55.5	- 69.0	- 74.1
Miscellaneous.....	- 41.5	- 26.3	- 44.3	- 46.4	- 46.7	- 29.0	- 36.2	- 30.1



## Department Store Sales and Stocks

January 1954 and January 1955

These figures are estimates of total department store sales and stocks.

Stocks are at selling value.

Department	SALES			STOCKS		
	Jan. 1954	Jan. 1955	Change 1955/54	Dec. 31 1953	Dec.31 1954	Change 1954/53
	\$'000	\$'000	%	\$'000	\$'000	%
<b>TOTAL, ALL DEPARTMENTS .....</b>	62,897	68,974	+ 9.7	205,503	235,314	+ 14.5
1. Women's and Misses' Dresses.....	1,504	1,746	+ 16.1	3,219	4,077	+ 26.7
2. Women's and Misses' Coats and Suits	1,313	1,430	+ 8.9	2,799	3,415	+ 22.0
3. Women's and Misses' Sportswear.....	1,517	1,652	+ 8.9	4,566	5,815	+ 27.4
4. Furs .....	1,717	2,012	+ 17.2	4,382	4,807	+ 9.7
5. Girls' and Infants' Wear .....	2,230	2,454	+ 10.0	8,341	9,908	+ 18.8
6. Lingerie and Corsets .....	2,578	2,759	+ 7.0	7,207	8,040	+ 11.6
7. Aprons, Housedresses and Uniforms....	446	343	- 23.1	751	865	+ 15.2
8. Millinery .....	395	448	+ 13.4	694	810	+ 16.7
9. Hosiery and Apparel Accessories .....	1,955	1,966	+ 0.6	6,880	7,302	+ 6.1
10. Women's, Misses' and Children's Shoes	1,892	1,993	+ 5.3	11,239	12,273	+ 9.2
<b>Ladies' Apparel and Accessories.</b>						
<b>Total 1 - 10 .....</b>	15,547	16,803	+ 8.1	50,078	57,312	+ 14.4
1. Men's Clothing .....	2,171	2,147	- 1.1	7,890	8,721	+ 10.5
2. Men's Furnishings .....	2,348	2,438	+ 3.8	10,098	10,666	+ 5.6
3. Boys' Clothing and Furnishings .....	1,303	1,333	+ 2.3	5,506	6,194	+ 12.5
4. Men's and Boys' Shoes .....	938	842	- 10.2	4,246	4,391	+ 3.4
5. Food and Kindred Products.....	4,881	5,094	+ 4.4	3,657	4,103	+ 12.2
6. Toiletries, Cosmetics and Drugs .....	1,880	1,970	+ 4.8	5,008	5,358	+ 7.0
7. Photographic Equipment and Supplies..	202	197	- 2.5	810	871	+ 7.5
8. Piece Goods .....	2,294	2,444	+ 6.5	8,488	8,613	+ 1.5
9. Linens and Domestic .....	3,733	3,669	- 1.7	8,236	8,904	+ 8.1
10. Smallwares .....	1,675	1,690	+ 0.9	5,538	5,749	+ 3.8
11. China and Glassware .....	726	754	+ 3.9	6,987	7,879	+ 12.8
12. Home Furnishings .....	3,621	4,099	+ 13.2	19,251	21,566	+ 12.0
13. Furniture .....	4,808	5,613	+ 16.7	13,537	15,609	+ 15.3
14. Major Appliances .....	2,769	3,974	+ 43.5	8,697	12,895	+ 48.3
15. Radio and Music .....	1,940	2,632	+ 35.7	6,216	7,167	+ 15.3
16. Hardware and Housewares .....	3,519	3,878	+ 10.2	13,693	16,741	+ 22.3
17. Jewellery .....	989	984	- 0.5	6,579	7,288	+ 10.8
18. Sporting Goods and Luggage .....	1,299	1,323	+ 1.8	8,667	9,978	+ 15.1
19. Stationery, Books and Magazines.....	1,141	1,270	+ 11.3	3,484	4,121	+ 18.3
20. All Other Departments .....	5,113	5,820	+ 13.8	8,837	11,188	+ 26.6

## Current Retail Trade Statistics

## Kind-of-Business Descriptions

Grocery and combination stores (groceries and meats with or without beer) are as indicated with a maximum of 85 per cent fresh meats allowed.

Other Food and Beverage stores include government liquor stores, brewers' retail stores, wine stores, bakery products stores, candy and nut stores, confectionery stores, dairy products stores, egg and poultry stores, fruit and vegetable stores, fish markets, coffee, tea and spice stores, food stores with other merchandise, other food stores, caterers, delicatessen stores, refreshment booths and stands, cocktail lounges, taverns, etc.

General stores, usually located in rural areas, sell over 33 per cent groceries; this classification does not include general merchandise stores selling a smaller amount or no groceries, more commonly found in towns and cities.

Department stores include mail order sales. This class does not include large departmentalized clothing stores which sell no durable goods such as furniture or appliances.

Variety stores sell a low-price range of goods, prominently displayed - cash and carry characteristics - popularly known as 5¢ - \$1.00 stores; they are most prevalent in the "chain" field.

Motor Vehicle dealers include (1) authorized dealers (20 per cent or more new car sales), (2) motor vehicle dealers with wholesale car departments, (3) motor vehicle dealers selling farm implements. Used car dealers are not included.

Garages and Filling Stations, to remain in this retail classification, must not have repair work in excess of 50 per cent of their total sales.

Men's clothing group includes men's and boys' clothing and furnishings stores, hat stores and custom tailors.

Family clothing stores are those stores selling mainly men's, women's, children's, and infants' clothing and may handle other dry goods not in excess of 50 per cent.

Women's clothing group excludes furriers, millinery shops, and infants' specialty stores. These are included in the "miscellaneous" classification.

Shoe stores include specialty men's or women's shoe stores together with family shoe stores.

Hardware stores cover regular hardware stores and also those selling farm implements.

Lumber and building material dealers include, also, those selling fuel (maximum 50 per cent) but exclude specialized dealers such as roofing supplies, etc., where lumber is not sold.

Furniture, appliance and radio include furniture stores, household appliance stores, radio and television stores, piano and music stores, or combinations of these commodities.

Restaurants cover eating places and fish and chip shops. They do not include refreshment booths and stands, caterers, cocktail lounges and taverns.

Fuel dealers include general fuel dealers as well as those selling only fuel oil mainly for household consumption. Specialized ice dealers are not included.

Drug stores cover those with and without soda fountain.

Jewellery stores sell mainly jewellery, silverware, clocks and watches with additional lines such as luggage, gifts and novelties. Repairs must not exceed 50 per cent of total trade.

Miscellaneous includes all trades not specified above and contains certain major trades such as farm implement dealers, farm supplies including feed and seeds, used car dealers, etc.







CANADA

# RETAIL TRADE

FEBRUARY - 1955

*Published by Authority of*

The Right Honourable C. D. Howe, Minister of Trade and Commerce

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## RETAIL TRADE

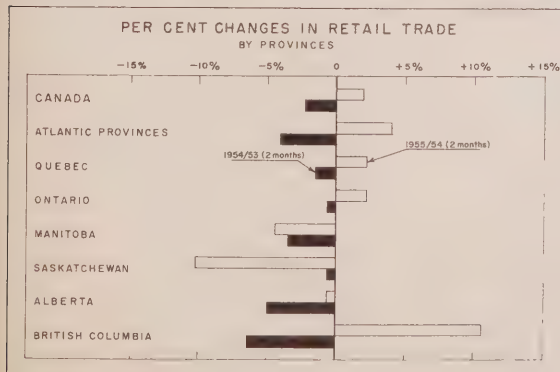
Total estimated retail sales in Canada during February 1955 amounted to \$793,587,000; this was a decrease of 1.0% from February 1954 sales of \$801,420,000. With the addition of February, cumulative sales for the first two months of 1955, with a dollar value of \$1,632,259,000 showed an increase of 1.9% over those of 1954.

Four of the seven provinces showed percentage increases in sales for February as compared with a year previous. British Columbia registered the largest percentage increase (4.6%), with other increases of 1.6% in Quebec, 1.1% in the Atlantic Provinces and 0.5% in Ontario. The Prairie Provinces all registered decreased sales during February; these were 17.3% in Saskatchewan, 8.6% in Alberta and 7.2% in Manitoba. Cumulative sales for 1955 showed the same pattern as February sales with the same four provinces showing increases and three showing decreases.

### Total Retail Trade in Canada

<u>Period</u>	<u>1954</u> \$'000	<u>1955</u> \$'000	<u>% Change</u> <u>1955/1954</u>
January .....	800,405	838,672	+ 4.8
February .....	801,420	793,587	- 1.0
<b>Total .....</b>	<b>1,601,825</b>	<b>1,632,259</b>	<b>+ 1.9</b>

February sales for seven of the eighteen specified trades were greater than last year while the other eleven and the miscellaneous group registered decreases. Increases occurred in grocery and combination stores



(4.6%), department stores (2.7%), variety stores (2.5%) with the largest percentage increase (15.9%) in the fuel group. Lesser increases in sales were registered in the garage and filling station, furniture, appliance and radio and general store

classifications. Notable among the decreases were the clothing groups, motor vehicle, hardware and restaurant groups ranging from 8.9% in shoe stores to 1.7% in hardware stores.

Department stores had sales of \$67,393,000 during February 1955, an increase of 2.7% above those of the same month of 1954. Stocks held by department stores at selling value at the beginning of February were valued at \$237,216,000, 14.1% greater than stocks on hand a year earlier.

### Percentage Changes in Selected Retail Trade

January and February 1955 over January and February 1954

#### Chains and Independents

##### Canada

	<u>All Stores</u>	<u>Chains</u>	<u>Independents</u>
Grocery and Combination .....	+ 3.6	+ 7.1	+ 1.3
Family Clothing .....	- 1.8	+ 0.2	- 2.2
Women's Clothing .....	- 2.6	+ 1.2	- 3.7
Shoe .....	- 7.5	- 8.4	- 7.1
Lumber and Building Material .	+ 6.8	- 8.4	+ 10.7
Furniture, Appliance and Radio	+ 7.3	+ 0.9	+ 8.7
Restaurant .....	- 3.5	- 5.0	- 3.3
Drug .....	- 0.1	- 5.2	+ 0.6
Jewellery .....	+ 1.5	+ 2.7	+ 1.0



# MONTHLY SALES GENERAL MERCHANDISE TRADE

MILLION  
DOLLARS  
160

MILLION  
DOLLARS  
160



# 4 ESTIMATED RETAIL TRADE - CHAIN AND INDEPENDENT - BY PROVINCES AND KINDS OF BUSINESS

February, 1955  
(in thousands of dollars)

No.	Kind of Business or Store	All Stores	Chain	Independent	All Stores
		Canada			Atlantic
1	TOTAL, ALL TRADES.....	793,587	147,734	645,853	65,655
2	Grocery and Combination.....	173,670	69,553	104,117	17,074
3	Other Food and Beverage.....	62,727	30,453	32,274	5,458
4	General.....	33,266	2,262	31,004	7,882
5	Department.....	67,393	-	67,393	4,644
6	Variety.....	13,025	10,908	2,117	1,224
7	Motor Vehicle.....	132,545	678	131,867	8,616
8	Garage and Filling Station.....	35,846	200	35,646	2,302
9	Men's Clothing.....	12,070	1,533	10,536	694
10	Family Clothing.....	10,160	1,992	8,168	1,549
11	Women's Clothing.....	12,930	2,737	10,192	618
12	Shoe.....	5,558	2,021	3,537	431
13	Hardware.....	11,769	813	10,956	793
14	Lumber and Building Material....	20,647	3,706	16,941	815
15	Furniture, Appliance and Radio..	35,261	6,294	28,966	2,249
16	Restaurant.....	30,017	2,260	27,757	1,331
17	Fuel.....	27,683	347	27,337	1,911
18	Drug.....	21,229	2,555	18,674	1,474
19	Jewellery.....	6,508	1,687	4,820	397
20	Miscellaneous.....	81,283	7,735	73,551	6,193
		Manitoba			Saskatchewan
21	TOTAL, ALL TRADES.....	41,932	5,870	36,062	38,479
22	Grocery and Combination.....	7,641	2,805	4,836	6,863
23	Other Food and Beverage.....	1,748	1,152	596	1,850
24	General.....	2,948	(a)	(a)	3,755
25	Department.....	6,477	-	6,477	3,312
26	Variety.....	305	291	14	500
27	Motor Vehicle.....	7,145	-	7,145	7,240
28	Garage and Filling Station.....	1,266	(a)	(a)	1,604
29	Men's Clothing.....	265	52	214	475
30	Family Clothing.....	305	(a)	(a)	385
31	Women's Clothing.....	387	126	261	439
32	Shoe.....	111	23	88	156
33	Hardware.....	720	(a)	(a)	819
34	Lumber and Building Material....	2,002	368	1,635	1,845
35	Furniture, Appliance and Radio..	1,887	135	1,752	1,033
36	Restaurant.....	1,700	130	1,570	1,890
37	Fuel.....	843	-	843	533
38	Drug.....	1,435	(a)	(a)	1,244
39	Jewellery.....	359	(a)	(a)	441
40	Miscellaneous.....	4,388	421	3,967	4,095

(a) Indicates figures withheld to avoid disclosing individual operations, but are included in the totals.

## ESTIMATED RETAIL TRADE - CHAIN AND INDEPENDENT - BY PROVINCES AND KINDS OF BUSINESS 5

February, 1955  
(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent	No.
Provinces			Quebec			Ontario		
10,247	55,408	179,441	30,156	149,285	322,295	71,541	250,754	1
2,773	14,302	48,014	15,096	32,918	68,803	38,030	30,772	2
(a)	(a)	16,168	4,649	11,519	25,817	14,374	11,443	3
699	7,184	5,329	288	5,042	6,393	302	6,090	4
-	4,644	12,222	-	12,222	22,349	-	22,349	5
1,089	135	3,564	2,782	782	5,974	5,239	736	6
(a)	(a)	22,410	-	22,410	58,215	(a)	(a)	7
(a)	(a)	6,870	(a)	(a)	16,860	(a)	(a)	8
(a)	(a)	2,768	257	2,511	5,921	978	4,943	9
154	1,395	3,358	989	2,369	3,388	720	2,668	10
104	514	4,325	754	3,571	5,047	1,158	3,889	11
(a)	(a)	1,339	510	830	2,679	1,178	1,501	12
(a)	(a)	2,519	(a)	(a)	4,370	193	4,177	13
-	815	3,613	(a)	(a)	7,075	822	6,253	14
434	1,815	7,168	1,812	5,356	16,961	2,476	14,485	15
47	1,284	8,106	688	7,418	11,699	855	10,844	16
-	1,911	7,953	-	7,953	13,807	(a)	(a)	17
130	1,344	4,079	288	3,792	9,336	1,255	8,081	18
75	323	1,181	286	895	3,061	782	2,279	19
973	5,219	18,455	1,227	17,228	34,540	2,728	31,812	20
Saskatchewan			Alberta			British Columbia		
4,959	33,520	59,150	9,463	49,687	86,638	15,512	71,126	21
1,799	5,064	9,430	3,464	5,966	15,847	5,588	10,259	22
950	900	4,013	2,257	1,755	7,673	4,115	3,558	23
(a)	(a)	3,388	(a)	(a)	3,571	650	2,921	24
-	3,312	6,768	-	6,768	11,621	-	11,621	25
413	87	701	548	153	758	548	210	26
-	7,240	10,813	-	10,813	18,107	-	18,107	27
(a)	(a)	3,976	-	3,976	2,967	(a)	(a)	28
(a)	(a)	941	(a)	(a)	1,006	(a)	(a)	29
(a)	(a)	602	(a)	(a)	573	(a)	(a)	30
114	325	816	170	646	1,298	311	987	31
26	130	250	73	178	592	118	474	32
(a)	(a)	1,318	(a)	(a)	1,229	(a)	(a)	33
734	1,111	2,938	1,385	1,553	2,359	251	2,108	34
249	784	2,830	313	2,517	3,133	876	2,257	35
(a)	(a)	1,764	77	1,687	3,527	441	3,086	36
-	533	43	-	43	2,593	(a)	(a)	37
(a)	(a)	1,533	239	1,294	2,129	513	1,616	38
55	387	405	180	224	664	227	437	39
330	3,765	6,621	488	6,133	6,991	1,568	5,423	40

Any slight differences between the totals and their components are due to the rounding of figures.

## Percentage Changes in Retail Trade— By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

February 1955 Over February 1954

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	- 1.0	+ 1.1	+ 1.6	+ 0.5	- 7.2	- 17.3	- 8.6	+ 4.6
Grocery & Combination....	+ 4.6	+ 2.9	+ 5.4	+ 4.5	+ 2.2	+ 4.9	+ 1.6	+ 7.1
Other Food & Beverage....	- 3.7	- 4.8	- 5.9	- 1.2	- 3.1	- 7.4	- 0.6	- 7.2
General.....	+ 0.1	+ 9.0	+ 0.5	+ 0.2	+ 0.6	- 13.0	- 10.3	+ 8.0
Department.....	+ 2.7	+ 11.2	+ 3.4	+ 0.5	+ 5.5	- 9.4	- 1.6	+ 8.5
Variety.....	+ 2.5	+ 1.0	+ 2.4	+ 5.5	- 5.3	- 6.4	- 2.9	- 1.7
Motor Vehicle.....	- 8.7	- 9.3	+ 2.1	- 5.0	- 27.0	- 39.2	- 23.6	+ 8.7
Garage & Filling Station..	+ 0.3	- 6.8	+ 3.3	+ 1.9	- 2.8	- 1.9	- 13.5	+ 16.3
Men's Clothing.....	- 0.4	+ 3.3	- 2.3	+ 1.5	- 10.5	- 12.4	+ 5.8	- 4.7
Family Clothing.....	- 3.9	+ 1.0	- 9.6	+ 2.8	- 9.5	- 27.8	- 7.2	+ 11.5
Women's Clothing.....	- 6.7	+ 12.2	- 0.4	- 9.2	- 7.0	- 24.4	- 18.0	- 8.3
Shoe.....	- 8.9	- 1.6	- 11.2	- 6.4	- 31.1	- 30.4	- 17.2	- 1.8
Hardware.....	- 1.7	+ 5.2	+ 8.9	- 2.8	- 12.6	- 22.6	- 2.4	+ 4.2
Lumber & Building Material	- 0.4	+ 1.0	+ 17.3	- 3.8	- 1.2	- 23.4	- 6.0	+ 22.2
Furniture, Appliance & Radio	+ 0.5	+ 32.9	- 17.0	+ 1.6	+ 10.5	- 1.9	+ 24.5	+ 3.0
Restaurant.....	- 6.7	- 21.9	- 1.0	- 4.6	- 9.5	- 11.1	- 21.6	- 5.9
Fuel.....	+ 15.9	+ 2.7	+ 16.2	+ 21.2	+ 40.7	+ 12.9	- 2.3	- 3.0
Drug.....	- 1.8	- 1.2	- 2.6	- 1.1	- 3.1	- 6.1	- 3.6	+ 1.4
Jewellery.....	- 1.4	+ 2.3	- 16.5	+ 5.0	- 5.3	+ 1.6	+ 6.9	- 4.0
Miscellaneous.....	- 2.0	+ 0.9	+ 4.6	+ 0.5	- 17.8	- 21.5	- 10.7	+ 2.5



# Estimated Retail Trade -- By Provinces and Kinds of Business

January and February, 1955

(In thousands of dollars)

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
TOTAL, ALL TRADES.....	1,632,259	137,793	362,834	657,458	86,534	83,173	123,829	180,650
Grocery & Combination.....	352,974	34,559	98,533	138,120	15,626	13,821	19,583	32,735
Other Food & Beverage.....	129,029	11,328	32,446	53,209	3,712	4,067	8,385	15,882
General.....	67,761	16,374	10,664	12,756	5,929	8,246	7,126	6,666
Department.....	136,367	9,644	24,060	45,192	13,144	7,100	14,247	22,981
Variety.....	25,656	2,299	7,212	11,640	630	960	1,417	1,501
Motor Vehicle.....	262,067	17,527	42,618	111,029	14,708	16,200	23,464	36,523
Garage & Filling Station.....	75,456	5,850	14,647	34,387	2,720	3,379	8,218	6,255
Men's Clothing.....	26,098	1,494	6,381	11,882	873	1,055	2,127	2,285
Family Clothing.....	22,935	3,261	7,380	7,812	965	907	1,249	1,361
Women's Clothing.....	27,397	1,318	7,745	11,603	803	902	1,874	3,153
Shoe.....	12,616	906	3,015	6,042	288	329	675	1,362
Hardware.....	24,754	1,677	5,453	9,405	1,354	1,748	2,807	2,309
Lumber & Building Material.....	44,067	1,541	6,557	16,232	4,764	3,836	5,480	5,658
Furniture, Appliance & Radio.....	75,376	4,779	14,619	37,437	3,530	2,667	5,885	6,459
Restaurant.....	62,970	2,833	16,657	24,598	3,598	4,059	3,835	7,390
Fuel.....	59,338	3,376	16,880	29,385	1,872	1,205	140	6,480
Drug.....	43,826	2,943	8,545	19,458	2,620	2,677	3,202	4,382
Jewellery.....	13,805	713	2,262	6,887	654	984	907	1,398
Miscellaneous.....	169,767	15,371	37,160	70,384	8,744	9,031	13,208	15,870

## Percentage Changes in Retail Trade— By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

January and February 1955 Over January and February 1954

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	+ 1.9	+ 4.0	+ 2.2	+ 2.2	- 4.4	- 10.2	- 0.7	+ 10.6
Grocery & Combination.....	+ 3.6	+ 3.5	+ 5.6	+ 1.9	+ 1.3	+ 4.2	+ 1.9	+ 7.1
Other Food & Beverage.....	- 3.2	- 4.6	- 4.9	- 2.0	- 2.6	- 1.2	- 0.9	- 4.5
General.....	+ 0.3	+ 9.7	+ 2.7	- 0.3	- 2.2	- 9.8	- 9.1	+ 4.0
Department.....	+ 6.4	+ 13.9	+ 5.3	+ 4.5	+ 6.6	- 3.0	+ 3.8	+ 13.5
Variety.....	+ 4.6	+ 4.2	+ 4.4	+ 4.8	+ 4.0	+ 2.0	+ 6.8	+ 4.6
Motor Vehicle.....	+ 0.4	- 3.4	+ 7.7	+ 1.6	- 22.0	- 25.7	- 3.0	+ 24.9
Garage & Filling Station..	+ 1.1	+ 2.1	+ 1.0	+ 0.7	- 7.5	- 1.6	- 2.1	+ 13.8
Men's Clothing.....	- 1.7	+ 0.6	- 5.5	+ 1.2	+ 2.7	- 15.3	- 0.2	- 2.4
Family Clothing.....	- 1.8	- 1.2	- 4.3	+ 2.9	+ 8.7	- 18.1	- 10.6	+ 0.8
Women's Clothing.....	- 2.6	+ 9.0	- 0.5	- 4.2	+ 3.3	- 14.7	- 11.3	+ 2.4
Shoe.....	- 7.5	- 3.6	- 12.6	- 5.1	- 20.7	- 15.6	- 1.2	- 5.9
Hardware.....	+ 0.2	- 0.9	+ 10.8	- 2.2	- 10.2	- 18.4	+ 3.7	+ 8.1
Lumber & Building Material	+ 6.8	+ 6.9	+ 18.7	+ 4.2	+ 3.1	- 17.2	- 2.9	+ 48.7
Furniture, Appliance & Radio	+ 7.3	+ 36.8	- 14.3	+ 9.8	+ 12.3	+ 7.6	+ 35.7	+ 15.1
Restaurant.....	- 3.5	- 16.2	+ 1.7	- 3.2	- 6.3	- 4.0	- 14.0	- 2.0
Fuel.....	+ 7.7	- 5.1	+ 6.6	+ 13.3	+ 5.5	- 8.9	- 19.5	- 0.5
Drug.....	- 0.1	- 0.5	- 1.1	+ 0.3	- 1.3	- 1.0	- 1.6	+ 2.8
Jewellery.....	+ 1.5	- 0.3	- 15.1	+ 7.6	- 7.5	+ 11.8	+ 2.7	+ 2.8
Miscellaneous.....	+ 2.2	+ 12.8	+ 1.4	+ 3.1	- 7.1	- 13.3	- 4.0	+ 13.8

# Percentage Changes in Retail Trade— By Provinces and Kinds of Business

9

(Without Adjustment for Price Changes)

February 1955 Over January 1955

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	- 5.4	- 9.0	- 2.2	- 3.8	- 6.0	- 13.9	- 8.5	- 7.8
Grocery & Combination.....	- 3.1	- 2.4	- 5.0	- 0.7	- 4.3	- 1.4	- 7.1	- 6.2
Other Food & Beverage.....	- 5.4	- 7.0	- 0.7	- 5.7	- 11.0	- 16.6	- 8.2	- 6.5
General.....	- 3.6	- 7.2	- 0.1	+ 0.5	- 1.1	- 16.4	- 9.4	+ 15.4
Department.....	- 2.3	- 7.1	+ 3.2	- 2.2	- 2.8	- 12.6	- 9.5	+ 2.3
Variety.....	+ 3.1	+ 13.9	- 2.3	+ 5.4	- 6.2	+ 8.7	- 2.1	+ 2.0
Motor Vehicle.....	+ 2.3	- 3.3	+ 10.9	+ 10.2	- 5.5	- 19.2	- 14.5	- 1.7
Garage & Filling Station..	- 9.5	- 35.1	- 11.7	- 3.8	- 12.9	- 9.6	- 6.3	- 9.8
Men's Clothing.....	- 14.0	- 13.2	- 23.4	- 0.7	- 56.4	- 18.1	- 20.7	- 21.3
Family Clothing.....	- 20.5	- 9.5	- 16.5	- 23.4	- 53.8	- 26.2	- 7.0	- 27.3
Women's Clothing.....	- 10.6	- 11.7	+ 26.5	- 23.0	- 7.0	- 5.2	- 22.9	- 30.0
Shoes.....	- 21.3	- 9.3	- 20.1	- 20.3	- 37.3	- 9.8	- 41.2	- 23.1
Hardware.....	- 9.4	- 10.3	- 14.1	- 13.2	+ 13.6	- 11.8	- 11.5	+ 13.8
Lumber & Building Material	- 11.8	+ 12.3	+ 22.7	- 22.7	- 27.5	- 7.3	+ 15.6	- 28.5
Furniture, Appliance & Radio	- 12.1	- 11.1	- 3.8	- 17.2	+ 14.9	- 36.8	- 7.4	- 5.8
Restaurant.....	- 8.9	- 11.4	- 5.2	- 9.3	- 10.4	- 12.9	- 14.8	- 8.7
Cafe.....	- 12.5	+ 30.4	- 10.9	- 11.4	- 18.1	- 20.7	- 55.7	- 33.3
Dry Goods.....	- 6.1	+ 0.3	- 8.7	- 7.8	+ 21.1	- 13.2	- 8.1	- 5.5
Jewellery.....	- 10.8	+ 25.6	+ 9.3	- 20.0	+ 21.7	- 18.8	- 19.3	- 9.5
Miscellaneous.....	- 8.1	- 32.5	- 1.3	- 3.6	+ 0.7	- 17.0	+ 0.5	- 21.3

February 1954 and February 1955

These figures are estimates of total department store sales and stocks.  
Stocks are at selling value.

Department	SALES			STOCKS		
	Feb.	Feb.	Change	Jan. 31	Jan. 31	Change
	1954	1955	1955/54	1954	1955	1955/54
	\$'000	\$'000	%	\$'000	\$'000	%
<b>TOTAL, ALL DEPARTMENTS .....</b>	66,024	67,393	+ 2.1	207,972	237,216	+ 14.1
1. Women's and Misses' Dresses .....	2,003	1,977	- 1.3	4,043	4,660	+ 15.3
2. Women's and Misses' Coats and Suits .....	1,543	1,421	- 7.9	3,167	3,822	+ 20.7
3. Women's and Misses' Sportswear .....	1,465	1,563	+ 6.7	4,532	5,755	+ 27.0
4. Furs .....	978	1,057	+ 8.1	3,306	3,958	+ 19.7
5. Girls' and Infants' Wear .....	2,495	2,411	- 3.4	8,697	10,476	+ 20.5
6. Lingerie and Corsets .....	2,842	2,769	- 2.6	7,091	8,101	+ 14.2
7. Aprons, Housedresses and Uniforms ....	454	319	- 29.7	656	806	+ 22.9
8. Millinery .....	536	495	- 7.6	884	1,081	+ 22.3
9. Hosiery and Apparel Accessories .....	2,289	2,235	- 2.4	6,592	7,575	+ 14.9
10. Women's, Misses' and Children's Shoes .....	2,315	2,113	- 8.7	11,863	12,885	+ 8.6
<b>Ladies' Apparel and Accessories.</b>						
<b>Total 1 - 10 .....</b>	16,920	16,360	- 3.3	50,831	59,119	+ 16.3
11. Men's Clothing .....	1,886	1,912	+ 1.4	8,063	8,130	+ 0.8
12. Men's Furnishings .....	2,135	2,314	+ 8.4	9,816	11,067	+ 12.7
13. Boys' Clothing and Furnishings .....	1,155	1,113	- 3.6	5,586	6,535	+ 17.0
14. Men's and Boys' Shoes .....	931	911	- 2.1	4,362	4,602	+ 5.5
15. Food and Kindred Products .....	4,940	5,113	+ 3.5	3,870	4,148	+ 7.2
16. Toiletries, Cosmetics and Drugs .....	1,905	1,992	+ 4.6	4,950	5,422	+ 9.5
17. Photographic Equipment and Supplies ..	221	226	+ 2.3	910	942	+ 3.5
18. Piece Goods .....	2,025	1,981	- 2.2	7,637	8,407	+ 10.0
19. Linens and Domestics .....	2,657	2,595	- 2.3	7,655	8,490	+ 10.9
20. Smallwares .....	1,623	1,624	+ 0.1	5,255	5,653	+ 7.6
21. China and Glassware .....	803	754	- 6.1	6,696	7,946	+ 18.7
22. Home Furnishings .....	4,652	5,085	+ 9.3	19,890	22,192	+ 11.6
23. Furniture .....	5,238	5,315	+ 1.5	13,705	14,868	+ 8.5
24. Major Appliances .....	3,953	3,831	- 3.1	9,102	11,905	+ 30.8
25. Radio and Music .....	1,882	2,685	+ 42.7	6,207	6,525	+ 5.1
26. Hardware and Housewares .....	4,053	4,330	+ 6.8	14,312	17,731	+ 23.9
27. Jewellery .....	1,167	1,072	- 8.1	6,794	7,315	+ 7.7
28. Sporting Goods and Luggage .....	1,314	1,345	+ 2.4	9,507	10,836	+ 14.0
29. Stationery, Books and Magazines .....	1,243	1,279	+ 2.9	3,727	4,230	+ 13.5
30. All Other Departments .....	5,321	5,556	+ 4.4	9,097	11,153	+ 22.6





CANADA

# RETAIL TRADE

## MARCH - 1955

*Published by Authority of*

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## RETAIL TRADE

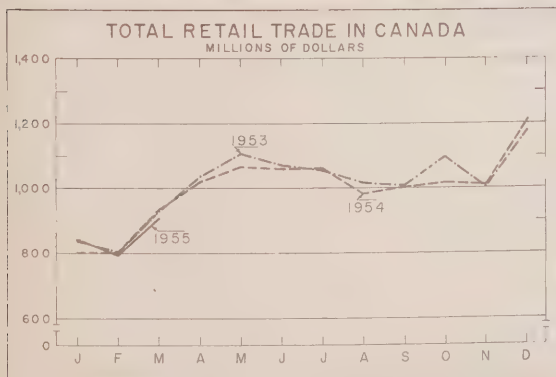
Sales made by Canadian retail stores during March 1955 are estimated at \$900,982,000 a decrease of 3.0% from sales a year earlier when they were \$928,947,000. Cumulative sales for the first quarter of 1955 were only slightly higher than those of 1954, \$2,533,241,000 and \$2,530,772,000 respectively.

All regions, except the Atlantic Provinces and Ontario reported lower sales than in March 1954. Manitoba, Saskatchewan and British Columbia had the largest decreases, 9.3%, 19.6% and 6.2% respectively.

### Total Retail Trade in Canada

<u>Period</u>	<u>1954</u> \$'000	<u>1955</u> \$'000	<u>% Change</u> 1955/1954
January .....	800,405	838,672	+ 4.8
February .....	801,420	793,587	- 1.0
March .....	928,947	900,982	- 3.0
<b>Total .....</b>	<b>2,530,772</b>	<b>2,533,241</b>	<b>+ 0.1</b>

Of the eighteen specified trades shown in this report, twelve, as well as the miscellaneous group, reported lower sales in March this year. Motor vehicle dealers' sales registered a decline of 13.2%, all provinces except Ontario contributing to this decrease. The clothing trades all



reported lower sales during March when compared with 1954. Grocery and combination stores registered the largest increase in sales volume with all regions contributing to an overall increase for Canada of 7.1%.

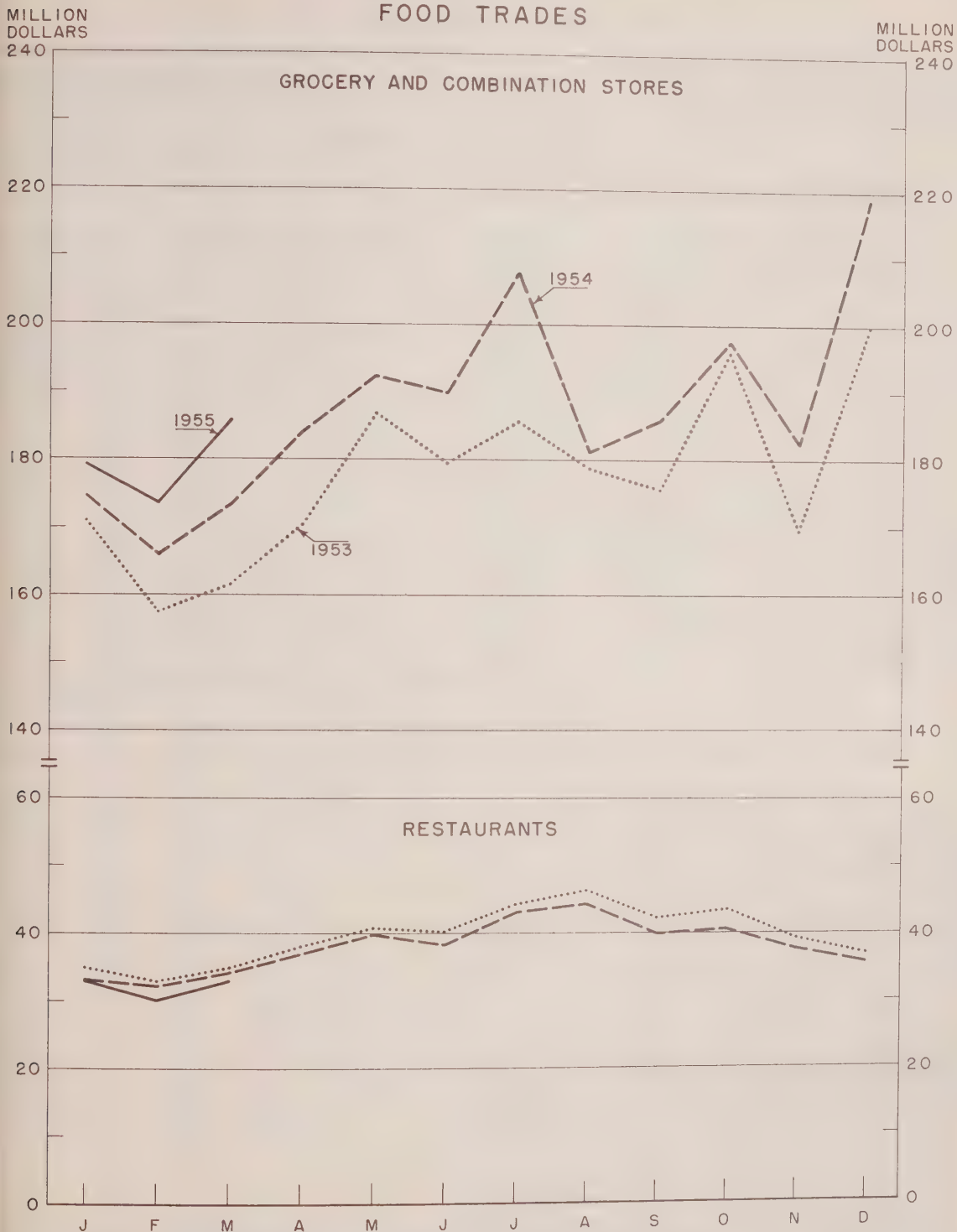
Department store sales for the month of March totalled \$81,171,000, 1.8% above the previous year. Stocks on hand at February 28 in department stores had a selling value of \$254,942,000, 9.2% above stocks last year.

Percentage Changes in Selected Retail Trades  
January to March 1955 over January to March 1954  
Chains and Independents

	<u>Canada</u>		
	<u>All Stores</u>	<u>Chains</u>	<u>Independents</u>
Grocery and Combination .....	+ 4.8	+ 9.2	+ 1.9
Family Clothing .....	- 2.7	+ 0.9	- 3.5
Women's Clothing .....	- 4.5	+ 0.5	- 5.8
Shoe .....	- 7.1	- 5.8	- 7.7
Lumber and Building Material .	+ 1.1	- 12.9	+ 4.2
Furniture, Appliance and Radio	+ 2.6	- 4.0	+ 4.1
Restaurant .....	- 3.6	- 5.7	- 3.5
Drug.....	+ 0.5	- 2.6	+ 0.9
Jewellery .....	+ 0.8	+ 1.6	+ 0.5



# MONTHLY SALES FOOD TRADES



## ESTIMATED RETAIL TRADE - CHAIN AND INDEPENDENT - BY PROVINCES AND KINDS OF BUSINESS

March, 1955

(in thousands of dollars)

No.	Kind of Business or Store	All Stores	Chain	Independent	All Stores
		Canada			Atlantic
1	TOTAL, ALL TRADES.....	900,982	165,292	735,690	81,264
2	Grocery and Combination.....	185,725	76,863	108,862	17,695
3	Other Food and Beverage.....	69,999	34,394	35,605	6,488
4	General.....	37,036	2,399	34,636	9,175
5	Department.....	81,171	-	81,171	6,342
6	Variety.....	14,908	12,533	2,375	1,428
7	Motor Vehicle.....	169,730	987	168,743	14,771
8	Garage and Filling Station....	38,478	214	38,264	3,446
9	Men's Clothing.....	14,123	1,933	12,191	730
10	Family Clothing.....	12,872	2,247	10,625	1,861
11	Women's Clothing.....	14,222	3,124	11,098	854
12	Shoe.....	6,791	2,472	4,319	550
13	Hardware.....	14,139	837	13,302	989
14	Lumber and Building Material...	23,247	3,081	20,166	970
15	Furniture, Appliance and Radio..	37,062	7,446	29,616	3,180
16	Restaurant.....	32,899	2,492	30,407	2,127
17	Fuel.....	27,177	355	26,822	1,735
18	Drug.....	22,742	2,842	19,900	1,632
19	Jewellery.....	7,625	2,405	5,220	486
20	Miscellaneous.....	91,036	8,668	82,368	6,805
		Manitoba			Saskatchewan
21	TOTAL, ALL TRADES.....	44,166	6,359	37,807	43,148
22	Grocery and Combination.....	8,733	3,048	5,686	7,830
23	Other Food and Beverage.....	1,861	1,224	637	2,075
24	General.....	3,065	(a)	(a)	4,740
25	Department.....	7,231	-	7,231	3,842
26	Variety.....	362	345	17	521
27	Motor Vehicle.....	6,549	-	6,549	8,521
28	Garage and Filling Station....	1,508	(a)	(a)	1,349
29	Men's Clothing.....	328	76	252	472
30	Family Clothing.....	397	(a)	(a)	432
31	Women's Clothing.....	465	138	327	452
32	Shoe.....	170	31	139	143
33	Hardware.....	637	(a)	(a)	1,274
34	Lumber and Building Material...	2,342	287	2,056	1,861
35	Furniture, Appliance and Radio..	1,428	138	1,291	1,557
36	Restaurant.....	1,840	150	1,689	1,681
37	Fuel.....	779	-	779	557
38	Drug.....	1,243	(a)	(a)	1,342
39	Jewellery.....	426	(a)	(a)	467
40	Miscellaneous.....	4,802	498	4,305	4,032

(a) Indicates figures withheld to avoid disclosing individual operations, but are included in the totals.

5

ESTIMATED RETAIL TRADE - CHAIN AND INDEPENDENT - BY PROVINCES AND KINDS OF BUSINESS  
March, 1955  
(in thousands of dollars)

Main	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent	No.
Provinces		Quebec			Ontario			
824	69,440	206,903	34,313	172,590	352,236	79,827	272,409	1
950	14,745	50,356	16,719	33,637	73,423	42,069	31,354	2
a)	(a)	18,015	5,499	12,516	28,875	16,084	12,792	3
694	8,482	5,572	390	5,182	6,828	333	6,495	4
-	6,342	15,133	-	15,133	27,194	-	27,194	5
304	123	4,159	3,254	905	6,821	5,985	836	6
a)	(a)	34,643	-	34,643	65,726	(a)	(a)	7
a)	(a)	6,991	(a)	(a)	16,512	(a)	(a)	8
a)	(a)	3,738	278	3,460	6,760	1,158	5,602	9
131	1,729	4,895	1,144	3,751	4,084	823	3,261	10
130	724	3,724	896	2,828	6,145	1,281	4,864	11
a)	(a)	1,732	625	1,107	3,147	1,462	1,684	12
a)	(a)	2,800	(a)	(a)	5,547	178	5,369	13
-	970	4,733	(a)	(a)	8,216	513	7,703	14
565	2,615	8,165	2,375	5,790	16,959	2,853	14,105	15
49	2,077	8,331	756	7,575	12,878	975	11,903	16
-	1,735	7,607	-	7,607	13,095	(a)	(a)	17
144	1,488	4,466	339	4,127	9,978	1,365	8,614	18
127	359	1,455	402	1,054	3,490	1,132	2,358	19
070	5,735	20,388	1,015	19,374	36,558	3,122	33,435	20
Saskatchewan		Alberta			British Columbia			
551	37,597	67,941	10,250	57,691	105,329	17,174	88,155	21
949	5,882	10,534	4,000	6,534	17,152	6,128	11,024	22
138	937	4,193	2,368	1,825	8,493	4,548	3,945	23
a)	(a)	3,968	(a)	(a)	3,688	605	3,083	24
-	3,842	8,140	-	8,140	13,289	-	13,289	25
430	91	802	626	175	816	590	226	26
-	8,521	15,023	-	15,023	24,498	-	24,498	27
a)	(a)	4,100	-	4,100	4,572	(a)	(a)	28
a)	(a)	850	(a)	(a)	1,245	(a)	(a)	29
a)	(a)	662	(a)	(a)	542	(a)	(a)	30
129	323	1,038	187	851	1,545	364	1,181	31
35	108	359	87	272	692	113	579	32
a)	(a)	1,465	(a)	(a)	1,428	(a)	(a)	33
663	1,198	2,462	1,134	1,328	2,663	278	2,385	34
279	1,278	2,120	301	1,819	3,653	936	2,717	35
a)	(a)	2,093	87	2,007	3,950	451	3,499	36
-	557	66	-	66	3,338	(a)	(a)	37
a)	(a)	1,632	260	1,372	2,449	589	1,860	38
78	389	492	226	266	808	310	498	39
425	3,608	7,942	651	7,291	10,508	1,887	8,621	40

slight differences between the totals and their components are due to the rounding of figures.

## Percentage Changes in Retail Trade—By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

March 1955 Over March 1954

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	- 3.0	+ 2.6	- 4.5	+ 1.6	- 9.3	- 19.6	- 5.2	- 6.2
Grocery & Combination.....	+ 7.1	+ 5.0	+ 6.8	+ 7.3	+ 6.6	+ 11.7	+ 6.0	+ 8.7
Other Food & Beverage.....	- 0.6	+ 2.7	- 1.1	+ 1.3	- 6.6	- 5.3	- 4.6	- 3.8
General.....	+ 0.1	+ 10.5	- 2.8	+ 2.4	- 3.8	- 9.5	- 4.7	- 0.9
Department.....	+ 1.8	+ 5.2	+ 2.9	+ 5.4	- 4.9	- 7.0	+ 6.3	- 3.8
Variety.....	+ 2.9	+ 2.9	- 3.2	+ 8.1	+ 2.8	- 1.3	- 0.5	+ 1.4
Motor Vehicle.....	- 13.2	- 5.3	- 22.6	+ 2.0	- 31.5	- 42.6	- 14.8	- 14.5
Garage & Filling Station..	- 0.7	+ 5.6	+ 2.6	- 1.7	- 8.9	- 12.9	- 6.0	+ 6.5
Men's Clothing.....	- 0.9	- 3.2	- 8.5	+ 7.4	- 12.5	- 10.4	- 1.7	- 7.9
Family Clothing.....	- 4.2	- 2.9	- 3.8	- 2.1	- 7.2	- 19.7	- 6.5	- 7.8
Women's Clothing.....	- 7.9	+ 17.1	- 15.1	- 1.8	- 3.3	- 11.9	- 7.7	- 20.4
Shoe.....	- 6.2	- 6.1	- 15.3	+ 4.2	- 19.4	- 21.0	- 4.3	- 15.6
Hardware.....	- 11.0	- 5.2	- 6.7	- 5.4	- 30.2	- 20.1	- 13.9	- 19.4
Lumber & Building Material	- 8.3	+ 2.5	+ 7.1	- 1.1	- 8.8	- 19.3	- 24.3	- 25.2
Furniture, Appliance & Radio	- 6.0	+ 14.2	- 15.8	- 1.7	- 5.1	+ 10.4	+ 12.1	- 25.1
Restaurant.....	- 3.9	- 8.4	+ 0.3	- 3.1	- 7.9	- 15.3	- 11.7	- 0.8
Fuel.....	+ 14.9	+ 2.5	+ 16.4	+ 11.4	+ 26.3	+ 16.0	+ 43.5	+ 31.6
Drug.....	+ 1.6	+ 5.8	+ 1.4	+ 1.1	+ 1.6	+ 1.7	- 2.9	+ 4.7
Jewellery.....	- 0.3	+ 0.6	+ 2.2	+ 4.9	- 9.7	- 5.1	- 5.9	- 13.2
Miscellaneous.....	- 9.7	+ 1.7	- 6.1	- 9.5	- 10.4	- 41.0	- 2.5	- 9.8



# Estimated Retail Trade -- By Provinces and Kinds of Business

January to March 1955

(in thousands of dollars)

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
TOTAL, ALL TRADES.....	2,533,241	219,057	569,737	1,009,693	130,700	126,321	191,770	235,979
Grocery & Combination.....	538,699	52,254	148,889	211,543	24,359	21,651	30,117	49,887
Other Food & Beverage.....	199,028	17,816	50,461	82,084	5,573	6,142	12,578	24,375
General.....	104,797	25,549	16,236	19,584	8,994	12,986	11,094	10,354
Department.....	217,538	15,986	39,193	72,385	20,375	10,942	22,387	36,270
Variety.....	40,564	3,727	11,371	18,461	992	1,481	2,219	2,317
Motor Vehicle.....	431,797	32,298	77,261	176,755	21,257	24,721	38,487	61,021
Garage & Filling Station.....	113,934	9,296	21,638	50,899	4,228	4,728	12,318	10,827
Men's Clothing.....	40,221	2,224	10,119	18,642	1,201	1,527	2,977	3,530
Family Clothing.....	35,807	5,122	12,275	11,896	1,362	1,339	1,911	1,903
Women's Clothing.....	41,619	2,172	11,469	17,748	1,268	1,354	2,912	4,698
Shoe.....	19,407	1,456	4,747	9,189	458	472	1,034	2,054
Hardware.....	38,893	2,666	8,253	14,952	1,991	3,022	4,272	3,737
Lumber & Building Material.....	67,314	2,511	11,290	24,448	7,106	5,697	7,942	8,321
Furniture, Appliance & Radio.....	112,438	7,959	22,784	54,396	4,958	4,224	8,005	10,112
Restaurant.....	95,869	4,960	24,988	37,476	5,438	5,740	5,928	11,340
Fuel.....	86,515	5,111	24,487	42,480	2,651	1,762	206	9,818
Drug.....	66,568	4,575	13,011	29,436	3,863	4,019	4,834	6,831
Jewellery.....	21,430	1,199	3,717	10,377	1,080	1,451	1,399	2,206
Miscellaneous.....	260,803	22,176	57,548	106,942	13,546	13,063	21,150	26,378

## Percentage Changes in Retail Trade— By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

January to March 1955 Over January to March 1954

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	+ 0.1	+ 3.4	- 0.4	+ 2.0	- 6.1	- 13.7	- 2.3	+ 3.8
Grocery & Combination.....	+ 4.8	+ 4.0	+ 6.0	+ 3.7	+ 3.1	+ 6.8	+ 3.3	+ 7.6
Other Food & Beverage.....	- 2.3	- 2.1	- 3.6	- 0.9	- 3.9	- 2.7	- 2.2	- 4.2
General.....	+ 0.2	+ 10.0	+ 0.7	+ 0.6	- 2.8	- 9.7	- 7.6	+ 2.2
Department.....	+ 4.6	+ 10.3	+ 4.4	+ 4.9	+ 2.2	- 4.5	+ 4.7	+ 6.5
Variety.....	+ 4.0	+ 3.7	+ 1.5	+ 6.0	+ 3.5	+ 0.8	+ 4.5	+ 3.4
Motor Vehicle.....	- 5.4	- 4.3	- 8.4	+ 1.7	- 25.2	- 32.5	- 8.0	+ 5.4
Garage & Filling Station.	+ 0.5	+ 3.4	+ 1.5	- 0.1	- 8.0	- 5.1	- 3.5	+ 10.6
Men's Clothing.....	- 1.4	- 0.7	- 6.6	+ 3.4	- 2.0	- 13.9	- 0.7	- 4.4
Family Clothing.....	- 2.7	- 1.8	- 4.1	+ 1.1	+ 3.5	- 18.7	- 9.2	- 1.8
Women's Clothing.....	- 4.5	+ 12.1	- 5.8	- 3.4	+ 0.8	- 13.8	- 10.0	- 6.4
Shoe.....	- 7.1	- 4.6	- 13.6	- 2.1	- 20.2	- 17.3	- 2.3	- 9.4
Hardware.....	- 4.2	- 3.6	+ 4.2	- 3.4	- 17.7	- 19.1	- 3.1	- 4.4
Lumber & Building Material	+ 1.1	+ 5.2	+ 13.5	+ 2.4	- 1.1	- 17.9	- 10.7	+ 13.0
Furniture,Appliance & Radio	+ 2.6	+ 26.8	- 14.9	+ 6.0	+ 6.6	+ 8.6	+ 28.5	- 3.6
Restaurant.....	- 3.6	- 13.0	+ 1.2	- 3.2	- 6.9	- 7.6	- 13.2	- 1.6
Fuel.....	+ 9.8	- 2.7	+ 9.5	+ 12.7	+ 10.9	- 2.3	- 6.4	+ 8.5
Drug.....	+ 0.5	+ 1.7	- 0.3	+ 0.6	- 0.4	- 0.1	- 2.0	+ 3.5
Jewellery.....	+ 0.8	+ 0.1	- 9.1	+ 6.7	- 8.4	+ 5.8	- 0.5	- 3.7
Miscellaneous.....	- 2.3	+ 9.2	- 1.4	- 1.6	- 8.3	- 24.2	- 3.4	+ 3.1

(Without Adjustment for Price Changes)

March 1955 Over February 1955

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	+ 13.5	+ 23.8	+ 15.3	+ 9.3	+ 5.3	+ 12.1	+ 14.9	+ 21.6
Grocery & Combination.....	+ 6.9	+ 3.6	+ 4.9	+ 6.7	+ 14.3	+ 14.1	+ 11.7	+ 8.2
Per Food & Beverage.....	+ 11.6	+ 18.9	+ 11.4	+ 11.8	+ 6.5	+ 12.2	+ 4.5	+ 10.7
General.....	+ 11.3	+ 16.4	+ 4.6	+ 6.8	+ 4.0	+ 26.2	+ 17.1	+ 3.3
Department.....	+ 20.4	+ 36.6	+ 23.8	+ 21.7	+ 11.6	+ 16.0	+ 20.3	+ 14.4
Society.....	+ 14.5	+ 16.7	+ 16.7	+ 14.2	+ 18.7	+ 4.2	+ 14.4	+ 7.7
Motor Vehicle.....	+ 28.1	+ 71.4	+ 54.6	+ 12.9	+ 8.3	+ 17.7	+ 38.9	+ 35.3
Garage & Filling Station...	+ 7.3	+ 49.7	+ 1.8	+ 2.1	+ 19.1	+ 15.9	+ 3.1	+ 54.1
Men's Clothing.....	+ 17.0	+ 5.2	+ 35.0	+ 14.2	+ 23.8	+ 0.6	+ 9.7	+ 23.8
Women's Clothing.....	+ 26.7	+ 20.1	+ 45.8	+ 20.5	+ 30.2	+ 12.2	+ 10.0	+ 5.4
Children's Clothing.....	+ 10.0	+ 38.2	+ 13.9	+ 21.8	+ 20.2	+ 3.0	+ 27.2	+ 19.0
Shoes.....	+ 22.2	+ 27.6	+ 29.4	+ 17.5	+ 53.2	+ 8.3	+ 43.6	+ 16.9
Furniture.....	+ 20.1	+ 24.7	+ 11.2	+ 26.9	+ 11.5	+ 55.6	+ 11.2	+ 16.2
Hardware.....	+ 20.1	+ 24.7	+ 11.2	+ 26.9	+ 11.5	+ 55.6	+ 11.2	+ 16.2
Paint & Building Material.	+ 12.6	+ 19.0	+ 31.0	+ 16.1	+ 17.0	+ 0.9	+ 16.2	+ 12.9
Furniture, Appliance & Radio.	+ 5.1	+ 41.4	+ 13.9	(c)	+ 24.3	+ 50.7	+ 25.1	+ 16.6
Restaurant.....	+ 9.6	+ 59.8	+ 2.8	+ 10.1	+ 8.2	+ 11.1	+ 18.7	+ 12.0
Bar.....	+ 1.8	+ 9.2	+ 4.4	+ 5.2	+ 7.6	+ 4.5	+ 53.5	+ 28.7
Hotel.....	+ 7.1	+ 10.7	+ 9.5	+ 6.9	+ 13.4	+ 7.9	+ 6.5	+ 15.0
Amusement.....	+ 17.2	+ 22.4	+ 23.2	+ 14.0	+ 18.7	+ 5.9	+ 21.5	+ 21.7
Amusement & Games.....	+ 17.2	+ 22.4	+ 23.2	+ 14.0	+ 18.7	+ 5.9	+ 21.5	+ 21.7
Miscellaneous.....	+ 12.0	+ 9.9	+ 10.5	+ 5.8	+ 9.4	+ 1.5	+ 20.0	+ 50.3

Unchanged

**Department Store Sales and Stocks**  
**March 1954 and March 1955**

These figures are estimates of total department store sales and stocks.  
 Stocks are at selling value.

Department	SALES			STOCKS		
	March 1954	March 1955	Change 1955/54	Feb. 28 1954	Feb. 28 1955	Change 1955/54
	\$'000	\$'000	%	\$'000	\$'000	%
<b>TOTAL, ALL DEPARTMENTS .....</b>	79,742	81,171	+ 1.8	233,467	254,942	+ 9.2
1. Women's and Misses' Dresses.....	2,669	2,743	+ 2.8	4,958	5,820	+ 17.4
2. Women's and Misses' Coats and Suits	3,289	3,331	+ 1.3	5,046	5,479	+ 8.6
3. Women's and Misses' Sportswear.....	1,709	1,872	+ 9.5	5,916	6,794	+ 14.8
4. Furs .....	740	734	- 0.8	3,829	4,000	+ 4.5
5. Girls' and Infants' Wear .....	4,073	4,077	+ 0.1	10,584	11,829	+ 11.8
6. Lingerie and Corsets .....	3,152	3,128	- 0.8	8,559	8,906	+ 4.1
7. Aprons, Housedresses and Uniforms....	495	427	- 13.7	918	947	+ 3.2
8. Millinery .....	1,013	1,000	- 1.3	1,385	1,512	+ 9.2
9. Hosiery and Apparel Accessories .....	2,869	2,942	+ 2.5	8,164	8,536	+ 4.6
10. Women's, Misses' and Children's Shoes	3,505	3,456	- 1.4	13,865	14,795	+ 6.7
<b>Ladies' Apparel and Accessories.</b>						
<b>Total 1 - 10 .....</b>	23,514	23,710	+ 0.8	63,224	68,618	+ 8.5
11. Men's Clothing .....	2,794	2,777	- 0.6	8,784	9,108	+ 3.7
12. Men's Furnishings .....	2,602	2,637	+ 1.3	11,312	12,024	+ 6.3
13. Boys' Clothing and Furnishings .....	2,012	2,008	- 0.2	6,389	7,043	+ 10.2
14. Men's and Boys' Shoes .....	1,151	1,159	+ 0.7	5,013	5,065	+ 1.0
15. Food and Kindred Products.....	5,455	5,713	+ 4.7	4,614	4,183	- 9.3
16. Toiletries, Cosmetics and Drugs .....	1,929	2,088	+ 8.2	5,115	5,572	+ 8.9
17. Photographic Equipment and Supplies..	234	235	+ 0.4	927	934	+ 0.8
18. Piece Goods .....	2,340	2,288	- 2.2	8,240	8,907	+ 8.1
19. Linens and Domesticity .....	2,397	2,332	- 2.7	8,758	9,067	+ 3.5
20. Smallwares .....	1,651	1,664	+ 0.8	5,680	5,905	+ 4.0
21. China and Glassware .....	809	819	+ 1.2	6,826	8,067	+ 18.2
22. Home Furnishings .....	5,547	5,707	+ 2.9	21,725	22,707	+ 4.5
23. Furniture .....	4,818	4,977	+ 3.3	13,741	15,160	+ 10.3
24. Major Appliances .....	4,409	4,172	- 5.4	9,512	12,170	+ 27.9
25. Radio and Music .....	2,013	2,480	+ 23.2	6,103	6,495	+ 6.4
26. Hardware and Housewares .....	5,164	5,171	+ 0.1	15,245	18,314	+ 20.1
27. Jewellery .....	1,160	1,147	- 1.1	7,181	7,533	+ 4.9
28. Sporting Goods and Luggage .....	1,845	1,757	- 4.8	10,623	11,976	+ 12.7
29. Stationery, Books and Magazines.....	1,193	1,476	+ 23.7	3,896	4,193	+ 7.6
30. All Other Departments .....	6,705	6,854	+ 2.2	10,559	11,901	+ 12.7



## DEPARTMENT STORE SALES BY SELECTED DEPARTMENTS

January-to-March 1954 and January-to-March 1955

Department	S A L E S		
	Jan.-to-March 1954	Jan.-to-March 1955	Change 1955/54
<b>TOTAL, ALL DEPARTMENTS .....</b>	\$'000 207,908	\$'000 217,538	% + 4.6
1. Women's and Misses' Dresses.....	6,156	6,466	+ 5.0
2. Women's and Misses' Coats and Suits	6,129	6,182	+ 0.9
3. Women's and Misses' Sportswear.....	4,674	5,087	+ 8.8
4. Furs .....	3,419	3,803	+ 11.2
5. Girls' and Infants' Wear .....	8,771	8,942	+ 1.9
6. Lingerie and Corsets .....	8,540	8,656	+ 1.4
7. Aprons, Housedresses and Uniforms....	1,389	1,089	- 21.6
8. Millinery .....	1,938	1,943	+ 0.3
9. Hosiery and Apparel Accessories .....	7,088	7,143	+ 0.8
10. Women's, Misses' and Children's Shoes	7,687	7,562	- 1.6
<b>Ladies' Apparel and Accessories.</b>			
<b>Total 1 - 10 .....</b>	55,791	56,873	+ 1.9
1. Men's Clothing .....	6,827	6,836	+ 0.1
2. Men's Furnishings .....	7,059	7,389	+ 4.7
3. Boys' Clothing and Furnishings .....	4,456	4,454	(c)
4. Men's and Boys' Shoes .....	3,009	2,912	- 3.2
5. Food and Kindred Products.....	15,219	15,920	+ 4.6
6. Toiletries, Cosmetics and Drugs .....	5,691	6,050	+ 6.3
7. Photographic Equipment and Supplies..	654	658	+ 0.6
8. Piece Goods .....	6,634	6,713	+ 1.2
9. Linens and Domestics .....	8,749	8,596	- 1.7
10. Smallwares .....	4,930	4,978	+ 1.0
11. China and Glassware .....	2,329	2,327	- 0.1
12. Home Furnishings .....	13,771	14,891	+ 8.1
13. Furniture .....	14,805	15,905	+ 7.4
14. Major Appliances .....	11,092	11,977	+ 8.0
15. Radio and Music .....	5,813	7,797	+ 34.1
16. Hardware and Housewares .....	12,692	13,379	+ 5.4
17. Jewellery .....	3,303	3,203	- 3.0
18. Sporting Goods and Luggage.....	4,443	4,425	- 0.4
19. Stationery, Books and Magazines.....	3,563	4,025	+ 13.0
20. All Other Departments .....	17,078	18,230	+ 6.7

c) Unchanged



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Canada, Statistics Bureau



CANADA

# RETAIL TRADE

## APRIL - 1955

*Published by Authority of*  
The Right Honourable C. D. Howe, Minister of Trade and Commerce

**DOMINION BUREAU OF STATISTICS**  
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EDMOND CLOUTIER, C.M.G., O.A., D.S.P., Queen's Printer and Controller of Stationery, Ottawa, 1955.





## RETAIL TRADE

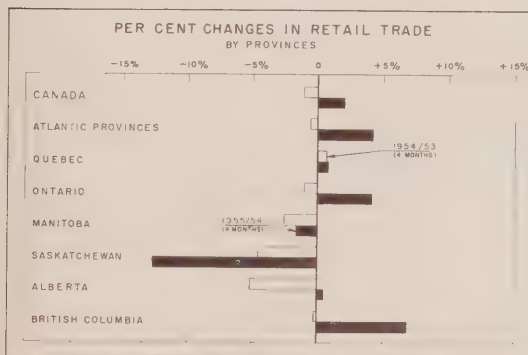
Retail sales in Canada during April showed the largest percentage increase of any month so far this year over the corresponding month of 1954. Sales during April had a dollar value of \$1,103,387,000, 7.2% larger than those of a year earlier. With the addition of April, cumulative sales for the first four months reached \$3,636,628,000, 2.1% above the same four months of 1954.

Regionally, all provinces except Saskatchewan, showed percentage increases in sales. British Columbia registered the largest, 15.8%, with Ontario and Manitoba ranking next with 10.3% and 10.0% respectively. The other provinces had increases of 7.7% in Alberta, 6.1% in the Atlantic Provinces and 3.6% in Quebec.

### Total Retail Trade in Canada

<u>Period</u>	<u>1954</u> \$'000	<u>1955</u> \$'000	<u>% Change</u> <u>1955/1954</u>
January	800,405	838,672	+ 4.8
February	801,420	793,587	- 1.0
March	928,947	900,982	- 3.0
April	1,029,403	1,103,387	+ 7.2
<b>Total</b>	<b>3,560,175</b>	<b>3,636,628</b>	<b>+ 2.1</b>

Sixteen of the eighteen specified trades along with the miscellaneous category had increased sales when compared with the same month a year



earlier. Notable among the increases were motor vehicle dealers (12.5%), grocery and combination stores (11.7%), variety stores (10.6%) and department stores (4.3%). Clothing stores all showed increased sales during

2.

April, family clothing with the largest increase of 7.0% and shoe stores 5.3%.

Department stores had estimated sales of \$89,802,000 an increase of 4.3% above those of April 1954 when sales were \$86,105,000. Inventories held in department stores at the end of March had a selling value of \$265,709,000, 6.6% over those of March 31, 1954.

Percentage Changes in Selected Retail Trades  
January to April 1955 over January to April 1954

Chains and Independents

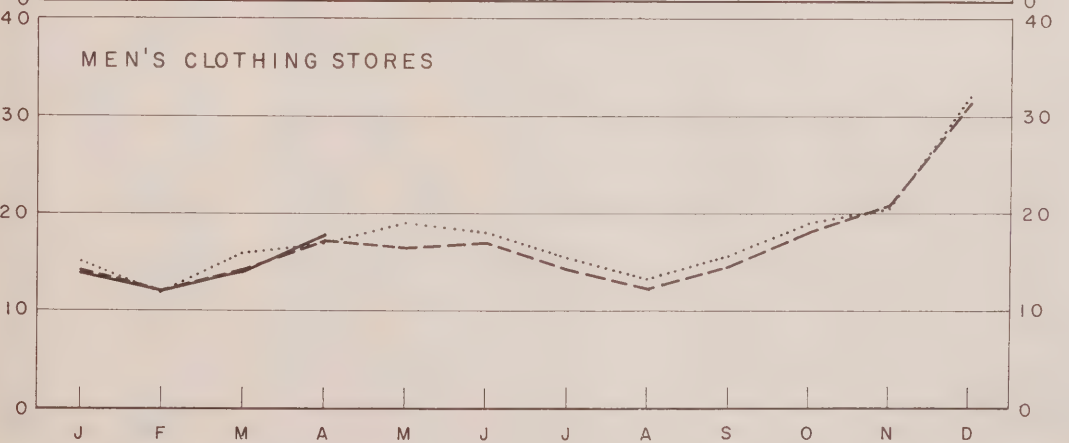
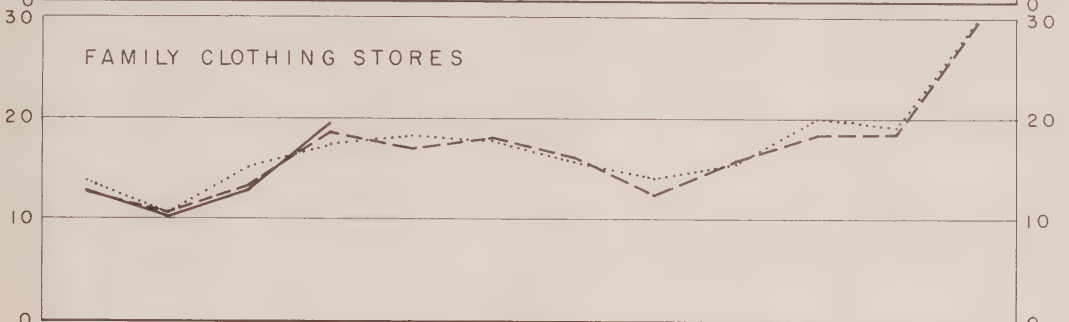
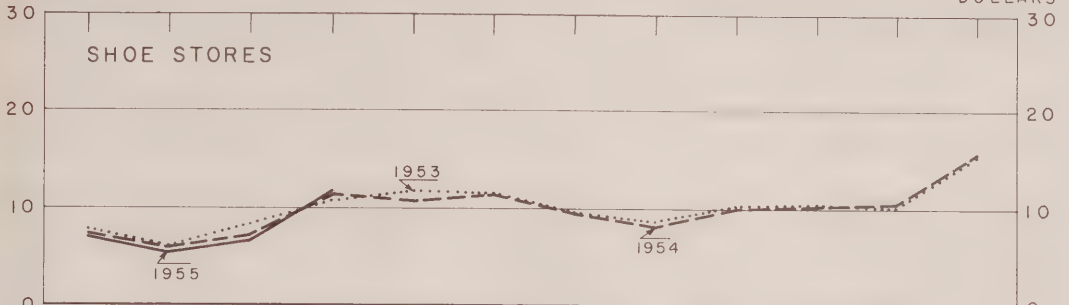
Canada

	<u>All Stores</u>	<u>Chains</u>	<u>Independents</u>
Grocery and Combination .....	+ 6.6	+ 11.5	+ 3.5
Family Clothing .....	+ 0.6	+ 1.8	+ 0.3
Women's Clothing .....	- 2.5	+ 3.0	- 4.0
Shoe .....	- 2.7	- 0.1	- 4.1
Lumber and Building Material.	+ 1.8	- 10.7	+ 4.6
Furniture, Appliance and Radio	+ 2.7	- 3.6	+ 4.2
Restaurant .....	- 2.3	- 4.4	- 2.1
Drug .....	+ 1.0	- 1.7	+ 1.4
Jewellery .....	+ 0.1	+ 1.1	- 0.4

# MONTHLY SALES APPAREL STORES

MILLION  
DOLLARS

MILLION  
DOLLARS



April, 1955

(in thousands of dollars)

	KIND OF BUSINESS OR STORE	All Stores	Chain	Independent	All Stores
		Canada			Atlantic
1	TOTAL, ALL TRADES .....	1,103,387	195,644	907,743	94,803
2	Grocery & Combination .....	205,619	83,335	122,284	19,577
3	Other Food & Beverage .....	81,555	43,117	38,438	7,625
4	General .....	42,099	2,912	39,188	9,930
5	Department .....	89,802	-	89,802	6,849
6	Variety .....	21,122	17,701	3,422	2,053
7	Motor Vehicle .....	250,767	1,419	249,348	20,060
8	Garage & Filling Station .....	46,753	231	46,522	2,729
9	Men's Clothing .....	17,917	2,337	15,580	981
10	Family Clothing .....	19,848	3,179	16,669	2,380
11	Women's Clothing .....	19,609	4,681	14,928	998
12	Shoe .....	11,847	4,463	7,384	856
13	Hardware .....	19,219	1,108	18,111	1,570
14	Lumber & Building Material .....	28,682	4,528	24,154	1,202
15	Furniture, Appliance & Radio .....	38,591	7,579	31,012	2,446
16	Restaurant .....	37,458	2,747	34,711	2,257
17	Fuel .....	14,101	179	13,922	1,018
18	Drug .....	23,912	2,975	20,937	1,749
19	Jewellery .....	7,305	2,142	5,163	432
20	Miscellaneous .....	127,181	11,011	116,168	10,091
		Manitoba			Saskatchewan
21	TOTAL, ALL TRADES .....	60,633	7,511	53,122	64,454
22	Grocery & Combination .....	9,385	3,388	5,996	8,137
23	Other Food and Beverage .....	2,404	1,584	820	2,864
24	General .....	3,626	(a)	(a)	5,092
25	Department .....	8,055	-	8,055	4,583
26	Variety .....	562	536	26	739
27	Motor Vehicle .....	15,207	-	15,207	15,789
28	Garage & Filling Station .....	1,816	(a)	(a)	2,708
29	Men's Clothing .....	457	77	380	635
30	Family Clothing .....	710	(a)	(a)	804
31	Women's Clothing .....	623	210	414	784
32	Shoe .....	389	67	323	276
33	Hardware .....	1,113	(a)	(a)	1,867
34	Lumber & Building Material .....	2,469	312	2,157	1,760
35	Furniture, Appliance & Radio .....	1,322	105	1,217	2,300
36	Restaurant .....	2,293	167	2,126	2,255
37	Fuel .....	211	-	211	286
38	Drug .....	1,324	(a)	(a)	1,397
39	Jewellery .....	418	(a)	(a)	352
40	Miscellaneous .....	8,249	625	7,624	11,826

(a) Indicates figures withheld to avoid disclosing individual operations, but are included in the totals. Any slight differences between the totals and their components are due to the rounding of the figures.



April, 1955

(In thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent	No.
Provinces			Quebec			Ontario		
13,843	80,960	255,347	41,272	214,075	429,182	94,063	335,119	1
3,052	16,525	57,321	17,701	39,620	80,259	45,883	34,376	2
(a)	(a)	20,489	6,990	13,499	33,458	19,606	13,852	3
963	8,966	7,477	505	6,972	7,701	356	7,346	4
-	6,849	17,206	-	17,206	30,648	-	30,648	5
1,805	248	6,168	4,862	1,306	9,367	8,208	1,159	6
(a)	(a)	54,265	-	54,265	97,287	(a)	(a)	7
(a)	(a)	9,099	(a)	(a)	20,768	(a)	(a)	8
(a)	(a)	5,450	421	5,029	7,714	1,433	6,281	9
159	2,221	7,062	1,596	5,466	6,613	1,203	5,410	10
157	841	5,761	1,350	4,411	8,027	1,972	6,055	11
(a)	(a)	3,497	1,172	2,325	5,378	2,632	2,746	12
(a)	(a)	3,547	(a)	(a)	7,463	249	7,214	13
-	1,202	5,054	(a)	(a)	11,169	1,376	9,792	14
466	1,981	9,707	2,788	6,921	16,583	2,916	13,667	15
50	2,207	8,722	732	7,990	14,366	1,044	13,323	16
-	1,018	3,832	-	3,832	6,349	(a)	(a)	17
161	1,589	4,521	351	4,171	10,727	1,419	9,308	18
117	315	1,589	387	1,202	3,245	962	2,283	19
1,107	8,985	24,580	1,660	22,920	52,060	4,197	47,864	20
Saskatchewan			Alberta			British Columbia		
6,879	57,575	84,261	12,325	71,936	114,709	19,759	94,950	21
2,166	5,971	12,092	4,537	7,555	18,848	6,607	12,241	22
1,725	1,139	4,678	2,783	1,895	10,038	6,023	4,015	23
(a)	(a)	4,218	(a)	(a)	4,056	625	3,431	24
-	4,583	8,416	-	8,416	14,045	-	14,045	25
610	129	1,121	876	245	1,113	804	309	26
-	15,789	20,438	-	20,438	27,722	-	27,722	27
(a)	(a)	5,546	-	5,546	4,087	(a)	(a)	28
(a)	(a)	1,373	(a)	(a)	1,307	(a)	(a)	29
(a)	(a)	995	(a)	(a)	1,285	(a)	(a)	30
201	583	1,318	258	1,061	2,097	535	1,563	31
73	203	530	166	365	921	174	746	32
(a)	(a)	1,936	(a)	(a)	1,724	(a)	(a)	33
729	1,032	3,411	1,529	1,883	3,616	345	3,271	34
244	2,057	3,017	293	2,724	3,216	768	2,448	35
(a)	(a)	2,539	106	2,433	5,026	618	4,408	36
-	286	31	-	31	2,373	(a)	(a)	37
(a)	(a)	1,648	295	1,353	2,546	578	1,969	38
66	286	387	205	182	881	312	570	39
597	11,229	10,567	854	9,713	9,808	1,972	7,836	40

## Percentage Changes in Retail Trade — By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

April 1955 Over April 1954

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES .....	+ 7.2	+ 6.1	+ 3.6	+10.3	+10.0	-10.4	+ 7.7	+15.8
Grocery & Combination .....	+11.7	+ 9.6	+12.9	+12.9	+ 7.3	+ 7.3	+10.6	+10.8
Other Food & Beverage .....	+ 4.0	+ 8.1	+ 0.7	+ 6.8	- 2.5	- 4.6	- 3.6	+ 6.8
General .....	+ 4.4	+11.0	+ 7.7	+ 3.9	+ 8.7	- 8.8	- 5.2	+11.3
Department .....	+ 4.3	- 1.6	+ 5.9	+ 5.5	+ 1.9	- 3.5	+ 0.6	+ 9.5
Variety .....	+10.6	+13.4	+ 6.0	+12.8	+20.6	+10.5	+10.1	+10.4
Motor Vehicle .....	+12.5	+ 4.6	(c)	+19.6	+30.4	-23.2	+16.4	+51.3
Garage & Filling Station .....	+ 2.4	-17.9	+ 7.1	+ 0.4	-10.5	+ 1.0	+13.7	+14.5
Men's Clothing .....	+ 3.7	+ 0.7	+ 1.5	+ 5.1	+ 4.6	+ 2.6	+11.8	- 0.5
Family Clothing .....	+ 7.0	- 2.7	+ 4.7	+12.9	+17.0	-14.1	+11.3	+20.3
Women's Clothing .....	+ 2.1	+ 4.8	+ 2.2	- 0.1	+16.9	+ 3.3	- 1.1	+ 6.9
Shoe .....	+ 5.3	- 0.2	- 2.8	+10.9	+20.8	+ 6.6	+12.1	+ 2.7
Hardware .....	+ 3.1	+11.7	- 4.3	+ 5.1	+ 9.2	- 4.2	+ 4.1	+ 7.2
Lumber & Building Material .....	+ 3.6	+ 1.6	+ 5.5	+11.9	- 0.8	-26.1	- 8.9	+16.1
Furniture, Appliance & Radio .....	+ 3.2	+ 7.0	- 2.0	- 0.5	+ 5.7	+35.9	+15.7	+ 7.9
Restaurant .....	+ 1.4	+ 7.4	+ 3.1	+ 1.0	+ 1.1	- 7.1	- 2.4	+ 3.6
Fuel .....	-10.3	-15.5	- 5.9	-10.0	-52.6	-32.4	-39.2	- 4.0
Drug .....	+ 2.4	+ 7.1	+ 2.0	+ 1.9	+ 2.9	- 5.2	- 0.4	+ 8.4
Jewellery .....	- 2.1	- 4.6	-14.2	+2.7	- 6.1	+ 0.6	+ 1.8	+ 7.2
Miscellaneous .....	+ 6.5	+15.5	- 1.4	+15.1	+11.1	-14.7	+12.5	(c)

(c) Unchanged

Estimated Retail Trade — By Provinces and Kinds of Business

January to April 1955

(in thousands of dollars)

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
TOTAL, ALL TRADES .....	3,636,628	313,860	825,084	1,438,876	191,333	190,775	276,031	400,688
Grocery & Combination .....	744,318	71,831	206,210	291,802	33,744	29,788	42,209	68,735
Other Food & Beverage .....	280,583	25,441	70,950	115,542	7,977	9,006	17,256	34,413
General .....	146,896	35,479	23,713	27,285	12,620	18,078	15,312	14,410
Department .....	307,340	22,835	56,399	103,034	28,430	15,525	30,803	50,315
Variety .....	61,686	5,780	17,539	27,828	1,554	2,220	3,340	3,430
Motor Vehicle .....	682,564	52,358	131,526	274,042	36,464	40,510	58,925	88,743
Garage & Filling Station .....	160,587	12,025	30,737	71,667	6,044	7,436	17,864	14,914
Men's Clothing .....	58,138	3,205	15,569	26,356	1,658	2,162	4,350	4,837
Family Clothing .....	55,655	7,502	19,337	18,509	2,072	2,143	2,906	3,188
Women's Clothing .....	61,228	3,170	17,230	25,775	1,891	2,138	4,230	6,795
Shoe .....	31,254	2,312	8,244	14,567	847	748	1,564	2,975
Hardware .....	58,112	4,236	11,800	22,415	3,104	4,889	6,208	5,461
Lumber & Building Material .....	95,996	3,713	16,344	35,617	9,575	7,457	11,353	11,937
Furniture, Appliance & Radio .....	151,029	10,405	32,491	70,979	6,280	6,524	11,022	13,328
Restaurant .....	133,327	7,217	33,710	51,842	7,731	7,995	8,467	16,366
Fuel .....	100,616	6,129	28,319	48,829	2,862	2,048	237	12,191
Drug .....	90,480	6,324	17,532	40,163	5,187	5,416	6,482	9,377
Jewellery .....	28,735	1,631	5,306	13,622	1,498	1,803	1,786	3,087
Miscellaneous .....	387,984	32,267	82,128	159,002	21,795	24,889	31,717	36,186

## Percentage Changes in Retail Trade — By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

January to April 1955 Over January to April 1954

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES .....	+ 2.1	+ 4.2	+ 0.8	+ 4.3	- 1.6	-12.6	+ 0.5	+ 6.9
Grocery & Combination .....	+ 6.6	+ 5.5	+ 7.8	+ 6.1	+ 4.3	+ 6.9	+ 5.3	+ 8.5
Other Food & Beverage .....	- 0.6	+ 0.7	- 2.4	+ 1.2	- 3.5	- 3.3	- 2.5	- 1.3
General .....	+ 1.4	+10.3	+ 2.8	+ 1.5	+ 0.3	- 9.4	- 6.9	+ 4.6
Department .....	+ 4.5	+ 6.4	+ 4.8	+ 5.0	+ 2.1	- 4.2	+ 3.6	+ 7.3
Variety .....	+ 6.1	+ 6.9	+ 3.0	+ 8.2	+ 9.1	+ 3.8	+ 6.0	+ 5.6
Motor Vehicle .....	+ 0.5	- 1.1	- 4.1	+ 7.4	- 9.0	-29.2	- 0.8	+16.4
Garage & Filling Station .....	+ 1.0	- 2.4	+ 3.1	+ 0.1	- 8.8	- 3.0	+ 1.3	+11.6
Men's Clothing .....	+ 0.1	- 0.2	- 3.9	+ 3.9	- 0.2	- 9.6	+ 3.0	- 3.4
Family Clothing .....	+ 0.6	- 2.1	- 1.1	+ 5.0	+ 7.7	-17.0	- 3.1	+ 6.1
Women's Clothing .....	- 2.5	+ 9.7	- 3.2	- 2.4	+ 5.6	- 8.2	- 7.4	- 2.7
Shoe .....	- 2.7	- 3.0	- 9.3	+ 2.3	- 5.5	- 9.9	+ 2.2	- 6.0
Hardware .....	- 1.9	+ 2.3	+ 1.5	- 0.7	- 9.7	-14.0	- 0.9	- 1.0
Lumber & Building Material .....	+ 1.8	+ 4.0	+10.9	+ 5.2	- 1.1	-20.0	-10.2	+13.9
Furniture, Appliance & Radio .....	+ 2.7	+21.5	-11.4	+ 4.4	+ 6.4	+16.9	+24.7	- 1.1
Restaurant .....	- 2.3	- 7.5	+ 1.7	- 2.0	- 4.6	- 7.5	-10.2	(c)
Fuel .....	+ 6.5	- 5.1	+ 7.1	+ 9.1	+ 0.9	- 8.0	-12.5	+ 5.8
Drug .....	+ 1.0	+ 3.1	+ 0.3	+ 0.9	+ 0.4	- 1.5	- 1.6	+ 4.8
Jewellery .....	+ 0.1	- 1.2	-10.6	+ 5.7	- 7.8	+ 4.7	(c)	- 0.8
Miscellaneous .....	+ 0.5	+11.1	- 1.4	+ 3.3	- 1.8	-20.0	+ 1.4	+ 2.2

(c) Unchanged



(Without Adjustment for Price Changes)

April 1955 Over March 1955

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES .....	+22.5	+16.7	+23.4	+21.8	+37.3	+49.4	+24.0	+ 8.9
Grocery & Combination .....	+10.7	+10.6	+13.8	+ 9.3	+ 7.5	+ 3.9	+14.8	+ 9.9
Other Food & Beverage .....	+16.5	+17.5	+13.7	+15.9	+29.2	+38.0	+11.6	+18.2
General .....	+13.7	+ 8.2	+34.2	+12.8	+18.3	+ 7.4	+ 6.3	+10.0
Department .....	+10.6	+ 8.0	+13.7	+12.7	+11.4	+19.3	+ 3.4	+ 5.7
Variety .....	+41.7	+43.8	+48.3	+37.3	+55.2	+41.8	+39.8	+36.4
Motor Vehicle .....	+47.7	+35.8	+56.6	+48.0	+132.2	+85.3	+36.0	+13.2
Garage & Filling Station .....	+21.5	-20.8	+30.2	+25.8	+20.4	+100.7	+35.3	-10.6
Men's Clothing .....	+26.9	+34.4	+45.8	+14.1	+39.3	+34.5	+61.5	+ 5.0
Family Clothing .....	+54.2	+27.9	+44.3	+61.9	+78.8	+86.1	+50.3	+137.1
Women's Clothing .....	+37.9	+16.9	+54.7	+30.6	+34.0	+73.5	+27.0	+35.7
Shoe .....	+74.5	+55.6	+101.9	+70.9	+128.8	+93.0	+47.6	+33.1
Hardware .....	+35.9	+58.7	+26.7	+34.5	+74.7	+46.5	+32.2	+20.7
Lumber & Building Material .....	+23.4	+23.9	+ 6.8	+35.9	+ 5.4	- 5.4	+38.5	+35.8
Furniture, Appliance & Radio .....	+ 4.1	-23.1	+18.9	- 2.2	- 7.4	+47.7	+42.3	-12.0
Restaurant .....	+13.9	+ 6.1	+ 4.7	+11.6	+24.6	+34.1	+21.3	+27.2
Hotel .....	-48.1	-41.3	-49.6	-51.5	-72.9	-48.7	-53.0	-28.9
Drug .....	+ 5.1	+ 7.2	+ 1.2	+ 7.5	+ 6.5	+ 4.1	+ 1.0	+ 4.0
Jewellery .....	- 4.2	-11.1	+ 9.2	- 7.0	- 1.9	-24.6	-21.3	+ 9.0
Miscellaneous .....	+39.7	+48.3	+20.6	+42.4	+71.8	+193.3	+33.1	- 6.7

## Department Store Sales and Stocks

April 1954 and April 1955

These figures are estimates of total department store sales and stocks.

Stocks are at selling value.

Department	SALES			STOCKS		
	April 1954	April 1955	Change 1955/54	March 31 1954	March 31 1955	Change 1955/54
	\$'000	\$'000	%	\$'000	\$'000	%
<b>TOTAL, ALL DEPARTMENTS .....</b>	86,105	89,802	+ 4.3	249,315	265,709	+ 6.6
1. Women's and Misses' Dresses.....	3,087	3,295	+ 6.7	5,454	5,934	+ 8.8
2. Women's and Misses' Coats and Suits	4,068	4,178	+ 2.7	5,480	5,536	+ 1.0
3. Women's and Misses' Sportswear.....	1,978	2,180	+ 10.2	6,613	7,050	+ 6.6
4. Furs .....	480	473	- 1.5	4,095	4,511	+ 10.2
5. Girls' and Infants' Wear .....	5,017	5,048	+ 0.6	11,144	11,920	+ 7.0
6. Lingerie and Corsets .....	3,141	3,275	+ 4.3	9,469	9,537	+ 0.7
7. Aprons, House-dresses and Uniforms....	461	482	+ 4.6	1,089	1,100	+ 1.0
8. Millinery .....	1,404	1,350	- 3.8	1,511	1,613	+ 6.8
9. Hosiery and Apparel Accessories .....	3,589	3,492	- 2.7	8,943	9,260	+ 3.5
10. Women's, Misses' and Children's Shoes	4,240	4,399	+ 3.8	14,783	15,367	+ 4.0
<b>Ladies' Apparel and Accessories.</b>						
<b>Total 1 - 10 .....</b>	27,465	28,172	+ 2.6	68,581	71,828	+ 4.7
11. Men's Clothing .....	3,212	3,170	- 1.3	9,681	9,738	+ 0.6
12. Men's Furnishings .....	3,046	3,152	+ 3.5	12,394	12,925	+ 4.3
13. Boys' Clothing and Furnishings .....	2,701	2,719	+ 0.7	6,996	7,279	+ 4.0
14. Men's and Boys' Shoes .....	1,418	1,447	+ 2.0	5,291	5,387	+ 1.8
15. Food and Kindred Products.....	5,840	5,704	- 2.3	4,595	4,347	- 5.4
16. Toiletries, Cosmetics and Drugs .....	1,917	1,954	+ 1.9	5,357	5,716	+ 6.7
17. Photographic Equipment and Supplies..	243	248	+ 2.1	894	970	+ 8.5
18. Piece Goods .....	2,052	1,962	- 4.4	8,253	9,087	+ 10.1
19. Linens and Domestic .....	2,346	2,140	- 8.8	9,512	9,348	- 1.7
20. Smallwares .....	1,604	1,557	- 2.9	5,939	6,002	+ 1.1
21. China and Glassware .....	877	836	- 4.7	7,223	8,131	+ 12.6
22. Home Furnishings .....	5,736	5,877	+ 2.5	22,767	23,318	+ 2.4
23. Furniture .....	4,800	5,023	+ 4.6	14,882	15,932	+ 7.1
24. Major Appliances .....	3,335	4,684	+ 40.4	9,412	11,990	+ 27.4
25. Radio and Music .....	1,401	1,697	+ 21.1	6,037	7,049	+ 16.8
26. Hardware and Housewares .....	5,856	6,385	+ 9.0	16,294	19,248	+ 18.1
27. Jewellery .....	1,267	1,232	- 2.8	7,267	7,589	+ 4.4
28. Sporting Goods and Luggage .....	2,534	2,866	+ 13.1	11,415	12,998	+ 13.9
29. Stationery, Books and Magazines.....	1,148	1,173	+ 2.2	4,135	4,428	+ 7.1
30. All Other Departments .....	7,307	7,804	+ 6.8	12,390	12,399	+ 0.1

February to April 1954 and February to April 1955

Department	SALES		
	Feb. to April 1954	Feb. to April 1955	Change 1955/1954
	\$'000	\$'000	%
<b>TOTAL, ALL DEPARTMENTS .....</b>	231,464	238,366	+ 3.0
1. Women's and Misses' Dresses .....	7,758	8,015	+ 3.3
2. Women's and Misses' Coats and Suits ....	8,903	8,930	+ 0.3
3. Women's and Misses' Sportswear .....	5,149	5,615	+ 9.1
4. Furs .....	2,193	2,264	+ 3.2
5. Girls' and Infants' Wear .....	11,574	11,536	- 0.3
6. Lingerie and Corsets .....	9,122	9,172	+ 0.5
7. Aprons, Housedresses and Uniforms .....	1,406	1,228	- 12.7
8. Millinery .....	2,952	2,845	- 3.6
9. Hosiery and Apparel Accessories .....	8,734	8,669	- 0.7
10. Women's, Misses' and Children's Shoes	10,050	9,968	- 0.8
<b>Ladies' Apparel and Accessories</b>			
<b>Total 1 - 10 .....</b>	67,841	68,242	+ 0.6
1. Men's Clothing .....	7,883	7,859	- 0.3
2. Men's Furnishings .....	7,777	8,103	+ 4.2
3. Boys' Clothing and Furnishings .....	5,862	5,840	- 0.4
4. Men's and Boys' Shoes .....	3,495	3,517	+ 0.6
5. Food and Kindred Products .....	16,191	16,530	+ 2.1
6. Toiletries, Cosmetics and Drugs .....	5,735	6,034	+ 5.2
7. Photographic Equipment and Supplies ....	697	709	+ 1.7
8. Piece Goods .....	6,404	6,231	- 2.7
9. Linens and Domesticity .....	7,380	7,067	- 4.2
10. Smallwares .....	4,863	4,845	- 0.4
11. China and Glassware .....	2,484	2,409	- 3.0
12. Home Furnishings .....	15,898	16,669	+ 4.8
13. Furniture .....	14,831	15,315	+ 3.3
14. Major Appliances .....	11,674	12,687	+ 8.7
15. Radio and Music .....	5,279	6,862	+ 30.0
16. Hardware and Housewares .....	15,041	15,886	+ 5.6
17. Jewellery .....	3,585	3,451	- 3.7
18. Sporting Goods and Luggage .....	5,681	5,968	+ 5.1
19. Stationery, Books and Magazines .....	3,573	3,928	+ 9.9
20. All Other Departments .....	19,290	20,214	+ 4.8





CANADA

# RETAIL TRADE

MAY - 1955

*Published by Authority of*  
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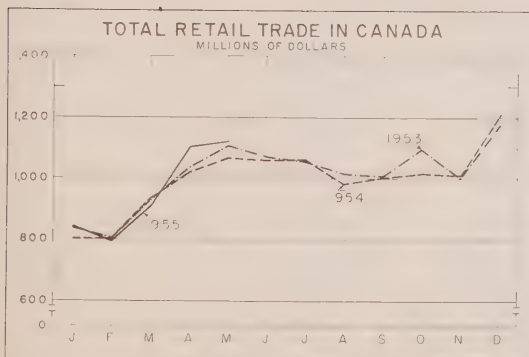
## RETAIL TRADE

Estimated dollar sales made by all retail stores in Canada during May, 1955 were \$1,120,909,000. This was an increase of 1.6% over sales made during April, 1955 and an increase of 5.0% over sales in the same month a year earlier. Cumulative sales for the first five months of 1955 were \$4,757,537,000, up 2.8% from those of the same period of 1954. These and other estimates contained in this bulletin are not adjusted for price changes, seasonal variations or number of shopping days.

### Total Retail Trade in Canada

<u>Period</u>	<u>1954</u> \$'000	<u>1955</u> \$'000	<u>% Change</u> <u>1955/1954</u>
First Quarter ....	2,530,772	2,533,241	+ 0.1
April .....	1,029,403	1,103,387	+ 7.2
May .....	1,067,584	1,120,909	+ 5.0
Total ....	4,627,759	4,757,537	+ 2.8

Six of the seven regions had increased sales during May, 1955 as compared with the same month last year. These increases ranged from 9.4% in British Columbia to 3.0% in Manitoba. Saskatchewan, the only province registering a decrease in sales during May, was down 6.8% from last year.



Of the eighteen specified kind of business classifications, seven, as well as the miscellaneous category showed increases during May. Notable among these were motor vehicle dealers 17.3%, lumber and building material dealers

15.0%, department stores 10.1% and grocery and combination stores 1.5%. The clothing groups all showed decreased sales in May except women's clothing and the increase in this category was only slight (0.7%). The breakdown of sales between chain and independent stores for the five months of 1955 shows chain store sales up in five of the nine categories and independent stores increasing in four. Grocery and combination stores was the only category showing increased sales in both chain and independent stores during this period.

Department store sales were estimated at \$93,270,000 an increase of 10.1% over sales in May 1954. Stocks on hand in department stores at the beginning of the month had a selling value of \$264,270,000, up 4.2% from those held on the same date a year earlier.

Percentage Changes in Selected Retail Trades  
January to May 1955 over January to May 1954

Chains and Independents

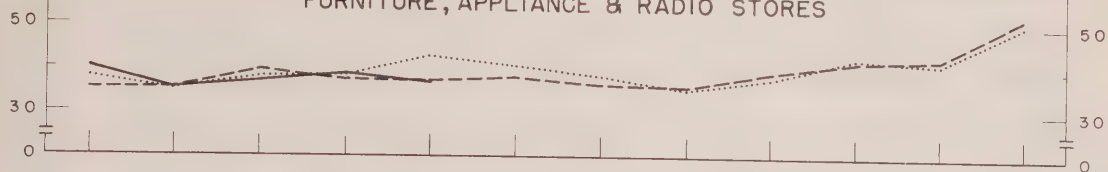
	<u>Canada</u>		
	<u>All Stores</u>	<u>Chains</u>	<u>Independents</u>
Grocery and Combination ....	+ 5.5	+ 9.9	+ 2.7
Family Clothing .....	- 0.3	+ 0.5	- 0.5
Women's Clothing .....	- 1.7	+ 3.4	- 3.2
Shoe .....	- 2.3	+ 0.2	- 3.5
Lumber and Building Material .	+ 5.4	- 5.1	+ 7.8
Furniture, Appliance and Radio.	+ 1.9	- 3.3	+ 3.3
Restaurant .....	- 2.0	- 4.5	- 1.8
Drug .....	+ 0.6	- 2.2	+ 1.0
Jewellery .....	- 1.1	+ 1.9	- 2.3

# MONTHLY SALES FURNITURE-APPLIANCE-AUTOMOTIVE TRADES

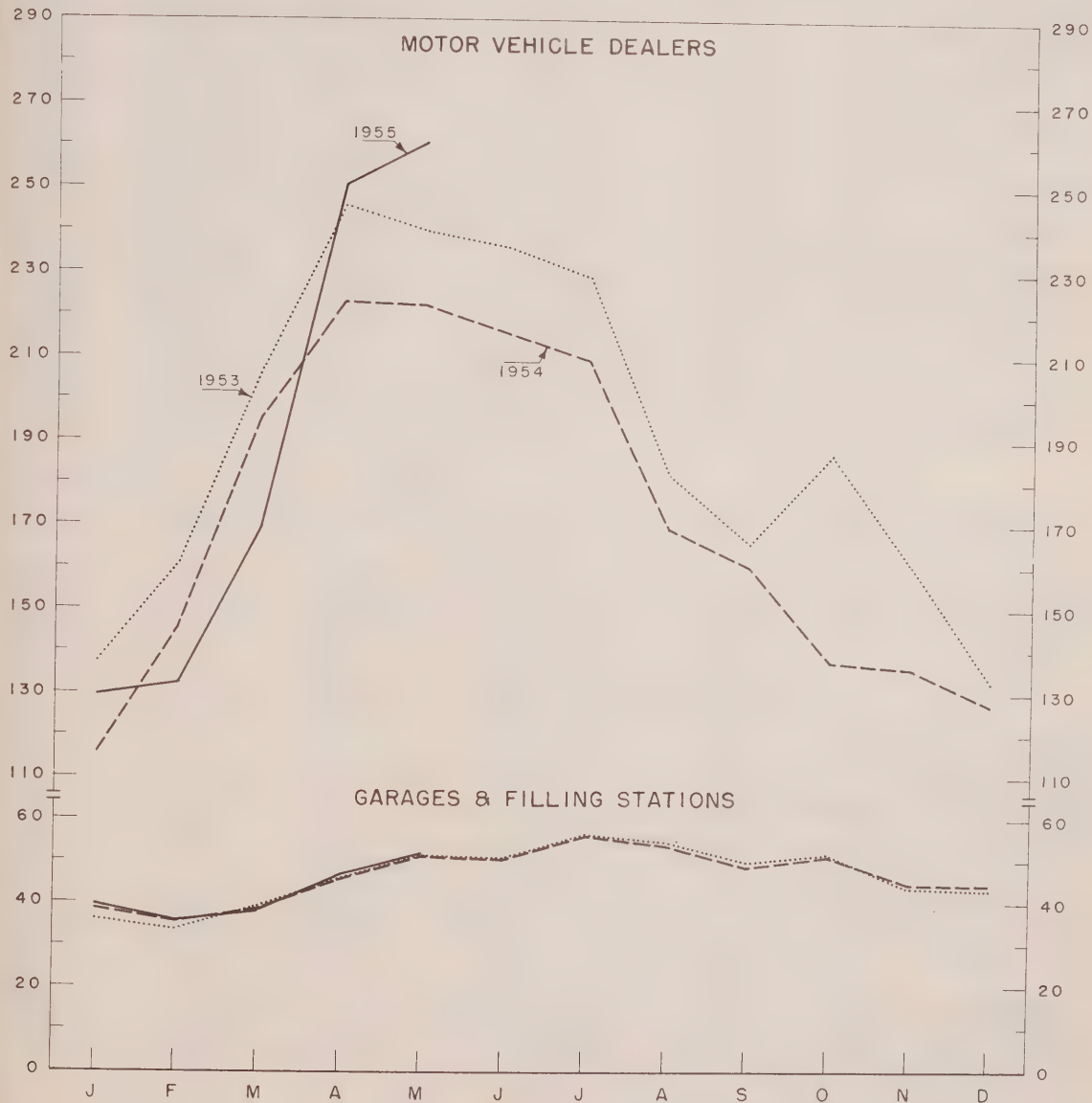
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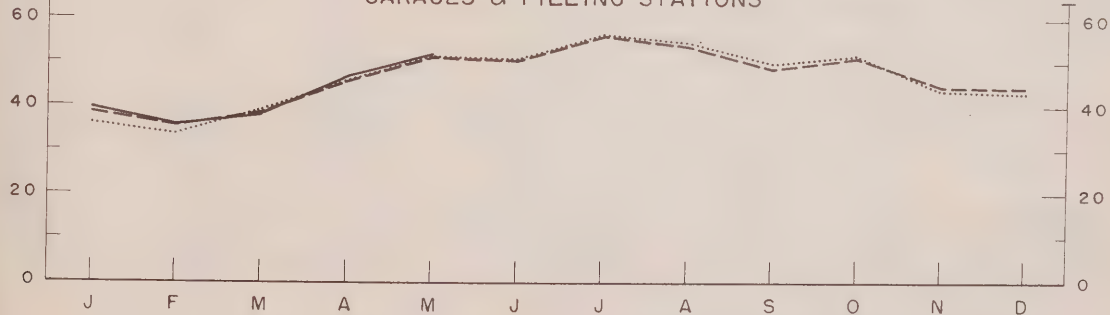
## FURNITURE, APPLIANCE & RADIO STORES



## MOTOR VEHICLE DEALERS



## GARAGES & FILLING STATIONS



## Estimated Retail Trade — Chain and Independent — By Provinces and Kinds of Business

May, 1955

(in thousands of dollars)

	KIND OF BUSINESS OR STORE	All Stores	Chain	Independent	All Stores
		Canada			Atlantic
1	TOTAL, ALL TRADES .....	1,120,909	190,528	930,381	99,565
2	Grocery & Combination .....	195,096	77,833	117,264	18,364
3	Other Food & Beverage .....	81,400	43,227	38,173	7,268
4	General .....	46,680	2,914	43,766	11,095
5	Department .....	93,270	-	93,270	8,314
6	Variety .....	19,025	15,858	3,167	1,822
7	Motor Vehicle .....	260,770	1,378	259,391	21,284
8	Garage & Filling Station .....	51,853	397	51,455	3,983
9	Men's Clothing .....	16,575	1,965	14,610	938
10	Family Clothing .....	16,539	2,945	13,594	2,351
11	Women's Clothing .....	19,216	4,682	14,534	934
12	Shoe .....	10,813	3,776	7,037	717
13	Hardware .....	23,257	1,326	21,931	1,524
14	Lumber & Building Material .....	40,177	7,902	32,275	1,529
15	Furniture, Appliance & Radio .....	36,891	8,330	28,561	2,664
16	Restaurant .....	39,403	2,652	36,752	2,281
17	Fuel .....	11,751	154	11,598	991
18	Drug .....	22,240	2,719	19,521	1,454
19	Jewellery .....	8,119	2,816	5,303	584
20	Miscellaneous .....	127,834	9,654	118,179	11,468
		Manitoba			Saskatchewan
21	TOTAL, ALL TRADES .....	61,011	7,871	53,140	68,146
22	Grocery & Combination .....	9,356	3,089	6,267	8,321
23	Other Food and Beverage .....	2,793	1,775	1,018	2,938
24	General .....	4,081	(a)	(a)	5,284
25	Department .....	8,284	-	8,284	4,624
26	Variety .....	468	446	22	648
27	Motor Vehicle .....	13,713	-	13,713	16,900
28	Garage & Filling Station .....	2,170	(a)	(a)	4,168
29	Men's Clothing .....	403	55	348	507
30	Family Clothing .....	571	(a)	(a)	708
31	Women's Clothing .....	558	202	356	578
32	Shoe .....	320	55	265	242
33	Hardware .....	1,174	(a)	(a)	2,195
34	Lumber & Building Material .....	3,885	888	2,998	3,280
35	Furniture, Appliance & Radio .....	992	110	882	1,330
36	Restaurant .....	2,591	223	2,368	2,401
37	Fuel .....	302	-	302	437
38	Drug .....	1,284	(a)	(a)	1,309
39	Jewellery .....	412	(a)	(a)	486
40	Miscellaneous .....	7,654	552	7,102	11,740

(a) Indicates figures withheld to avoid disclosing individual operations, but are included in the totals. Any slight differences between the totals and their components are due to the rounding of the figures.



May, 1955

(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent	No.
Provinces			Quebec			Ontario		
14,378	85,187	262,371	41,024	221,347	431,453	88,737	342,716	1
3,036	15,328	56,640	17,345	39,296	75,047	42,369	32,678	2
(a)	(a)	21,020	6,950	14,070	32,470	18,909	13,561	3
990	10,105	8,562	453	8,108	8,690	360	8,330	4
-	8,314	17,995	-	17,995	30,966	-	30,966	5
1,629	193	5,830	4,572	1,258	8,447	7,319	1,129	6
(a)	(a)	55,099	-	55,099	104,276	(a)	(a)	7
(a)	(a)	9,757	(a)	(a)	22,527	(a)	(a)	8
(a)	(a)	5,028	294	4,734	7,219	1,311	5,908	9
205	2,145	5,952	1,570	4,381	5,280	995	4,285	10
158	775	5,838	1,369	4,469	7,482	1,933	5,549	11
(a)	(a)	3,430	1,072	2,358	4,698	2,140	2,558	12
(a)	(a)	4,999	(a)	(a)	9,176	315	8,861	13
-	1,529	7,367	(a)	(a)	15,726	2,879	12,847	14
483	2,181	10,149	3,531	6,618	16,288	2,867	13,421	15
44	2,237	8,887	724	8,163	15,790	1,046	14,743	16
-	991	2,674	-	2,674	4,911	(a)	(a)	17
135	1,319	4,412	335	4,077	9,876	1,314	8,562	18
160	424	1,451	541	910	3,758	1,257	2,501	19
1,296	10,172	27,281	1,262	26,018	48,826	3,173	45,653	20
Saskatchewan			Alberta			British Columbia		
7,808	60,338	84,426	12,041	72,385	113,943	18,682	95,261	21
2,228	6,093	11,058	3,826	7,233	16,311	5,941	10,370	22
1,918	1,070	5,103	3,282	1,821	9,758	5,687	4,071	23
(a)	(a)	4,752	(a)	(a)	4,218	662	3,556	24
-	4,624	8,560	-	8,560	14,527	-	14,527	25
535	113	851	665	186	959	693	266	26
-	16,900	20,800	-	20,800	28,699	-	28,699	27
(a)	(a)	4,627	-	4,627	4,621	(a)	(a)	28
(a)	(a)	1,137	(a)	(a)	1,343	(a)	(a)	29
(a)	(a)	848	(a)	(a)	829	(a)	(a)	30
177	401	1,643	248	1,394	2,184	596	1,588	31
55	187	484	135	349	922	156	766	32
(a)	(a)	2,504	(a)	(a)	1,686	(a)	(a)	33
1,645	1,635	4,165	1,779	2,387	4,224	377	3,846	34
163	1,167	2,304	341	1,963	3,165	835	2,330	35
(a)	(a)	3,090	98	2,993	4,364	490	3,874	36
-	437	29	-	29	2,407	(a)	(a)	37
(a)	(a)	1,647	254	1,393	2,257	547	1,710	38
96	391	524	281	244	903	354	550	39
613	11,127	10,300	774	9,526	10,566	1,985	8,581	40

## Percentage Changes in Retail Trade — By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

May 1955 Over May 1954

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES .....	+ 5.0	+ 5.2	+ 5.3	+ 6.1	+ 3.0	- 6.8	+ 4.6	+ 9.4
Grocery & Combination .....	+ 1.5	+ 0.2	+ 4.5	+ 0.8	+ 0.6	+ 3.4	- 4.1	- 0.9
Other Food & Beverage .....	- 2.2	- 0.2	- 1.2	- 3.3	+ 1.7	- 1.2	- 0.9	- 3.9
General .....	- 0.3	+ 5.6	- 3.1	- 2.0	+ 1.5	- 4.9	- 4.2	+ 3.8
Department .....	+ 10.1	+ 11.2	+ 15.8	+ 12.2	+ 11.7	+ 0.8	+ 3.8	+ 5.1
Variety .....	+ 2.3	- 3.3	+ 1.1	+ 4.5	+ 4.2	+ 6.6	+ 1.7	- 1.2
Motor Vehicle .....	+ 17.3	+ 15.7	+ 13.6	+ 23.8	+ 3.6	- 14.3	+ 20.3	+ 37.5
Garage & Filling Station .....	+ 1.6	- 4.1	+ 7.1	+ 1.2	- 4.2	- 7.7	+ 8.5	+ 3.8
Men's Clothing .....	- 0.5	- 7.1	+ 2.9	+ 0.1	- 6.7	- 12.3	+ 3.5	- 6.5
Family Clothing .....	- 3.2	- 9.4	+ 0.4	+ 0.6	- 13.0	- 19.3	- 13.6	+ 4.5
Women's Clothing .....	+ 0.7	- 1.2	+ 5.1	+ 0.4	+ 3.1	- 11.3	- 4.3	- 1.9
Shoe .....	- 0.8	- 4.9	+ 1.6	- 0.1	- 0.9	- 8.0	+ 0.8	- 8.5
Hardware .....	- 0.7	- 4.4	+ 5.0	+ 0.7	- 2.5	- 13.4	+ 1.3	- 3.1
Lumber & Building Material .....	+ 15.0	+ 16.2	+ 22.9	+ 22.0	+ 9.5	- 18.2	+ 6.4	+ 29.5
Furniture, Appliance & Radio .....	- 1.1	+ 3.1	- 3.0	- 0.7	- 10.3	- 10.4	+ 13.8	- 2.1
Restaurant .....	- 1.1	+ 10.8	- 0.2	- 2.2	+ 2.3	+ 1.2	- 6.5	- 3.1
Fuel .....	- 7.6	+ 10.1	- 17.7	- 15.8	- 40.0	+ 10.6	- 6.5	+ 33.5
Drug .....	- 1.0	- 1.4	+ 4.1	- 2.1	- 0.7	- 3.9	- 4.5	- 1.5
Jewellery .....	- 4.9	+ 4.8	- 17.7	- 2.4	- 0.5	- 10.5	+ 1.7	+ 1.5
Miscellaneous .....	+ 1.7	+ 5.5	+ 1.7	+ 0.6	+ 5.7	- 1.9	+ 1.4	+ 4.1

Estimated Retail Trade — By Provinces and Kinds of Business

January to May 1955

(in thousands of dollars)

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
TOTAL, ALL TRADES .....	4,757,537	413,425	1,087,455	1,870,330	252,344	258,922	360,457	514,631
Grocery & Combination .....	939,414	90,195	262,850	366,849	43,100	38,109	53,267	85,046
Other Food & Beverage .....	361,983	32,709	91,970	148,012	10,770	11,994	22,359	44,171
General .....	193,576	46,574	32,275	35,975	16,701	23,362	20,064	18,628
Department .....	400,610	31,149	74,394	134,001	36,714	20,150	39,363	64,842
Variety .....	80,711	7,602	23,369	36,275	2,022	2,868	4,191	4,389
Motor Vehicle .....	943,334	73,642	186,625	378,318	50,177	57,410	79,725	117,442
Garage & Filling Station .....	212,540	16,008	40,494	94,194	8,214	11,604	22,491	19,535
Men's Clothing .....	74,713	4,143	20,597	33,575	2,061	2,669	5,487	6,180
Family Clothing .....	72,194	9,853	25,289	23,789	2,643	2,851	3,754	4,017
Women's Clothing .....	80,444	4,104	23,068	33,257	2,449	2,716	5,873	8,979
Shoe .....	42,067	3,029	11,674	19,265	1,167	990	2,048	3,997
Hardware .....	81,369	5,760	16,799	31,591	4,278	7,084	8,712	7,147
Lumber & Building Material .....	136,173	5,242	23,711	51,343	13,460	10,737	15,518	16,161
Furniture, Appliance & Radio .....	187,920	13,069	42,640	87,267	7,272	7,854	13,326	16,493
Restaurant .....	172,730	9,498	42,597	67,632	10,322	10,396	11,557	20,730
Fuel .....	112,367	7,120	30,993	53,740	3,164	2,485	266	14,598
Drug .....	112,720	7,778	21,944	50,039	6,471	6,725	8,129	11,634
Jewellery .....	36,854	2,215	6,757	17,380	1,910	2,289	2,310	3,990
Miscellaneous .....	515,818	43,735	109,409	207,828	29,449	36,629	42,017	46,752

(Without Adjustment for Price Changes)

January to May 1955 Over January to May 1954

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES .....	+ 2.8	+ 4.4	+ 1.9	+ 4.7	- 0.5	- 11.1	+ 1.5	+ 7.5
Grocery & Combination .....	+ 5.5	+ 4.4	+ 7.1	+ 4.9	+ 3.5	+ 6.1	+ 3.2	+ 6.6
Other Food & Beverage .....	- 0.9	+ 0.5	- 2.1	+ 0.2	- 2.2	- 2.8	- 2.2	- 1.9
General .....	+ 1.0	+ 9.1	+ 1.2	+ 0.6	+ 0.6	- 8.5	- 6.3	+ 4.4
Department .....	+ 5.8	+ 7.7	+ 7.3	+ 6.6	+ 4.1	- 3.1	+ 3.6	+ 6.8
Variety .....	+ 5.2	+ 4.3	+ 2.5	+ 7.3	+ 8.0	+ 4.4	+ 5.1	+ 4.0
Motor Vehicle .....	+ 4.6	+ 3.3	- 0.3	+ 11.5	- 5.9	- 25.4	+ 4.0	+ 21.0
Garage & Filling Station .....	+ 1.2	- 2.8	+ 4.0	+ 0.3	- 7.6	- 4.7	+ 2.7	+ 9.7
Men's Clothing .....	(c)	- 1.9	- 2.3	+ 3.0	- 1.6	- 10.1	+ 3.1	- 4.1
Family Clothing .....	- 0.3	- 3.9	- 0.7	+ 4.0	+ 2.5	- 17.6	- 5.7	+ 5.7
Women's Clothing .....	- 1.7	+ 7.0	- 1.3	- 1.8	+ 5.0	- 8.9	- 6.6	- 2.5
Shoe .....	- 2.3	- 3.5	- 6.4	+ 1.7	- 4.3	- 9.4	+ 1.8	- 6.5
Hardware .....	- 1.6	+ 0.4	+ 2.5	- 0.3	- 7.9	- 13.8	- 0.3	- 1.6
Lumber & Building Material .....	+ 5.4	+ 7.3	+ 14.4	+ 9.8	+ 1.8	- 19.5	- 6.3	+ 17.6
Furniture, Appliance & Radio .....	+ 1.9	+ 17.2	- 9.5	+ 3.4	+ 3.8	+ 11.2	+ 22.7	- 1.3
Restaurant .....	- 2.0	- 3.7	+ 1.3	- 2.1	- 3.0	- 5.6	- 9.3	- 0.8
Fuel .....	+ 4.8	- 3.2	+ 4.4	+ 6.3	- 5.2	- 5.2	- 11.9	+ 9.5
Drug .....	+ 0.6	+ 2.2	+ 1.0	+ 0.3	+ 0.2	- 2.0	- 2.2	+ 3.5
Jewellery .....	- 1.1	+ 0.3	- 12.3	+ 3.8	- 6.3	+ 1.1	+ 0.4	- 0.4
Miscellaneous .....	+ 0.8	+ 9.6	- 0.6	+ 2.7	(c)	- 15.0	+ 1.4	+ 2.7

(c) Unchanged



(Without Adjustment for Price Changes)

May 1955 Over April 1955

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES .....	+ 1.6	+ 5.0	+ 2.8	+ 0.5	+ 0.6	+ 5.7	+ 0.2	- 0.7
Grocery & Combination .....	- 5.1	- 6.2	- 1.2	- 6.5	- 0.3	+ 2.3	- 8.6	- 13.5
Other Food & Beverage .....	- 0.2	- 4.7	+ 2.6	- 3.0	+ 16.2	+ 4.3	+ 9.1	- 2.8
General .....	+ 10.9	+ 11.7	+ 14.5	+ 12.8	+ 12.5	+ 3.8	+ 12.7	+ 4.0
Department .....	+ 3.9	+ 21.4	+ 4.6	+ 1.0	+ 2.8	+ 0.9	+ 1.7	+ 3.4
Variety .....	- 9.9	- 11.3	- 5.5	- 9.8	- 16.7	- 12.3	- 24.1	- 13.8
Motor Vehicle .....	+ 4.0	+ 6.1	+ 1.5	+ 7.2	- 9.8	+ 7.0	+ 1.8	+ 3.5
Garage & Filling Station .....	+ 10.9	+ 46.0	+ 7.2	+ 8.5	+ 19.5	+ 53.9	- 16.6	+ 13.1
Men's Clothing .....	- 7.5	- 4.4	- 7.7	- 6.4	- 11.8	- 20.2	- 17.2	+ 2.8
Family Clothing .....	- 16.7	- 1.2	- 15.7	- 20.2	- 19.6	- 11.9	- 14.8	- 35.5
Women's Clothing .....	- 2.0	- 6.4	+ 1.3	- 6.8	- 10.4	- 26.3	+ 24.7	+ 4.1
Shoe .....	- 8.7	- 16.2	- 1.9	- 12.6	- 17.7	- 12.3	- 8.7	+ 0.1
Hardware .....	+ 21.0	- 2.9	+ 40.9	+ 23.0	+ 5.5	+ 17.6	+ 29.3	- 2.2
Lumber & Building Material .....	+ 40.1	+ 27.2	+ 45.8	+ 40.8	+ 57.4	+ 86.4	+ 22.1	+ 16.8
Furniture, Appliance & Radio .....	- 4.4	+ 8.9	+ 4.6	- 1.8	- 25.0	- 42.2	- 23.6	- 1.6
Restaurant .....	+ 5.2	+ 1.1	+ 1.9	+ 9.9	+ 13.0	+ 6.5	+ 21.7	- 13.2
Fuel .....	- 16.7	- 2.7	- 30.2	- 22.6	+ 43.1	+ 52.8	- 6.5	+ 1.4
Drug .....	- 7.0	- 16.9	- 2.4	- 7.9	- 3.0	- 6.3	- 0.1	- 11.4
Jewellery .....	+ 11.1	+ 35.2	- 8.7	+ 15.8	- 1.4	+ 38.1	+ 35.4	+ 2.5
Miscellaneous .....	+ 0.5	+ 13.6	+ 11.0	- 6.2	- 7.2	- 0.7	- 2.5	+ 7.7



## Department Store Sales and Stocks

May 1954 and May 1955

These figures are estimates of total department store sales and stocks.  
Stocks are at selling value.

Department	SALES			STOCKS		
	May	May	Change	April 30	April 30	Change
	1954	1955	1955/54	1954	1955	1955/54
	\$'000	\$'000	%	\$'000	\$'000	%
<b>TOTAL, ALL DEPARTMENTS .....</b>	84,688	93,270	+ 10.1	253,688	264,270	+ 4.2
1. Women's and Misses' Dresses .....	3,764	4,227	+ 12.3	5,880	5,805	- 1.3
2. Women's and Misses' Coats and Suits	2,490	2,265	- 9.0	4,667	4,493	- 3.7
3. Women's and Misses' Sportswear .....	2,333	2,660	+ 14.0	7,072	7,199	+ 1.8
4. Furs .....	214	180	- 15.9	4,234	4,647	+ 9.8
5. Girls' and Infants' Wear .....	3,932	4,070	+ 3.5	10,996	11,430	+ 3.9
6. Lingerie and Corsets .....	3,518	3,774	+ 7.3	9,969	9,516	- 4.5
7. Aprons, Housedresses and Uniforms ....	522	690	+ 32.2	1,173	1,096	- 6.6
8. Millinery .....	833	788	- 5.4	1,237	1,271	+ 2.7
9. Hosiery and Apparel Accessories .....	3,102	3,216	+ 3.7	8,867	9,273	+ 4.6
10. Women's, Misses' and Children's Shoes	4,305	4,434	+ 3.0	14,750	14,815	+ 0.4
<b>Ladies' Apparel and Accessories.</b>						
<b>Total 1 - 10 .....</b>	25,013	26,304	+ 5.2	68,845	69,545	+ 1.0
11. Men's Clothing .....	2,693	2,802	+ 4.0	9,664	9,502	- 1.7
12. Men's Furnishings .....	3,152	3,368	+ 6.9	12,893	13,190	+ 2.3
13. Boys' Clothing and Furnishings .....	1,930	2,060	+ 6.7	6,683	6,925	+ 3.6
14. Men's and Boys' Shoes .....	1,393	1,467	+ 5.3	5,390	5,233	- 2.9
15. Food and Kindred Products .....	5,269	5,227	- 0.8	4,636	3,988	- 14.0
16. Toiletries, Cosmetics and Drugs .....	1,882	2,059	+ 9.4	5,498	5,767	+ 4.9
17. Photographic Equipment and Supplies ..	256	280	+ 9.4	868	974	+ 12.2
18. Piece Goods .....	1,954	2,035	+ 4.1	8,682	8,778	+ 1.1
19. Linens and Domestics .....	2,478	2,569	+ 3.7	9,932	9,748	- 1.9
20. Smallwares .....	1,540	1,673	+ 8.6	6,078	6,111	+ 0.5
21. China and Glassware .....	967	1,001	+ 3.5	7,479	8,078	+ 8.0
22. Home Furnishings .....	5,882	6,595	+ 12.1	23,346	24,286	+ 4.0
23. Furniture .....	5,592	6,516	+ 16.5	15,428	15,897	+ 3.0
24. Major Appliances .....	3,866	5,100	+ 31.9	10,394	12,656	+ 21.8
25. Radio and Music .....	1,418	1,769	+ 24.8	6,271	7,172	+ 14.4
26. Hardware and Housewares .....	6,826	8,116	+ 18.9	17,156	19,157	+ 11.7
27. Jewellery .....	1,300	1,587	+ 22.1	7,335	7,455	+ 1.6
28. Sporting Goods and Luggage .....	3,237	3,769	+ 16.4	11,866	13,186	+ 11.1
29. Stationery, Books and Magazines .....	980	1,042	+ 6.3	4,094	4,445	+ 8.6
30. All Other Departments .....	7,060	7,931	+ 12.3	11,150	12,177	+ 9.2

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CANADA

# RETAIL TRADE

JUNE, 1955

*Published by Authority of*

The Right Honourable C. D. Howe, Minister of Trade and Commerce

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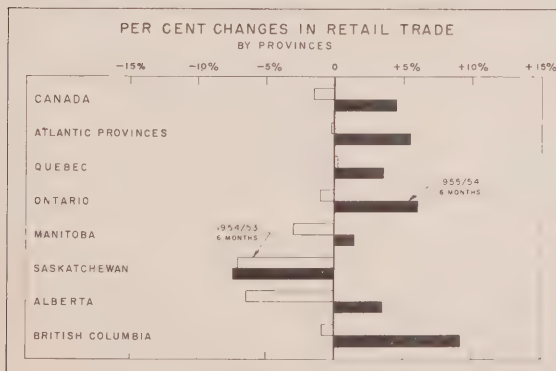
## RETAIL TRADE - June 1955

Estimated retail sales in Canada during June 1955 were valued at \$1,181,002,000. This was an increase of 11.7% over those for the same month last year and 5.4% greater than sales in May this year. The addition of June sales brought the cumulative total for the first six months of 1955 to \$5,938,539,000, an increase of 4.5% over the first six months of 1954. These and other estimates contained in this bulletin are not adjusted for seasonal variation, price changes, or number of shopping days.

### Total Retail Trade in Canada

Period	<u>1954</u> \$'000	<u>1955</u> \$'000	<u>% Change</u> 1955/1954
January .....	800,405	838,672	+ 4.8
February .....	801,420	793,587	- 1.0
March .....	928,947	900,982	- 3.0
April .....	1,029,403	1,103,387	+ 7.2
May .....	1,067,584	1,120,909	+ 5.0
June .....	1,056,928	1,181,002	+ 11.7
Total ..	5,684,687	5,938,539	+ 4.5

All regions had greater dollar sales in June this year as compared with last. British Columbia registered the largest percentage gain, 16.9%. The other provinces, ranked in order of size of percentage increase were Ontario, 12.0%; Alberta, 11.9%; Quebec, 10.8%; Atlantic, 10.0%; Manitoba, 9.8%; and Saskatchewan, 9.3%.



Seventeen of the eighteen specified kind-of-business classifications, along with the miscellaneous category, showed increases during June. Motor vehicle dealers, with the largest increase 29.4%, contributed largely to the

overall increase of 11.7% for all groups. Other important increases in sales for June were in the lumber and building material group (14.8%), grocery and combination stores (8.5%), and department stores (7.5%).

Department store sales during June were estimated at \$90,738,000, 7.5% greater than June 1954 and 6.1% above those of the previous month.

Percentage Changes in Selected Retail Trades  
January to June 1955 over January to June 1954

Chains and Independents

Canada

	<u>All Stores</u>	<u>Chains</u>	<u>Independents</u>
Grocery and Combination .....	+ 6.0	+ 10.4	+ 3.3
Family Clothing .....	+ 0.3	(C)	+ 0.4
Women's Clothing .....	- 0.7	+ 4.6	- 2.3
Shoe .....	- 1.6	+ 0.5	- 2.8
Lumber and Building Material....	+ 7.6	- 2.5	+10.0
Furniture, Appliance and Radio ..	+ 2.7	- 1.4	+ 3.8
Restaurant .....	- 1.3	- 4.6	- 1.0
Drug .....	+ 0.9	- 1.6	+ 1.2
Jewellery .....	+ 0.5	+ 2.6	- 0.5

(C) unchanged.

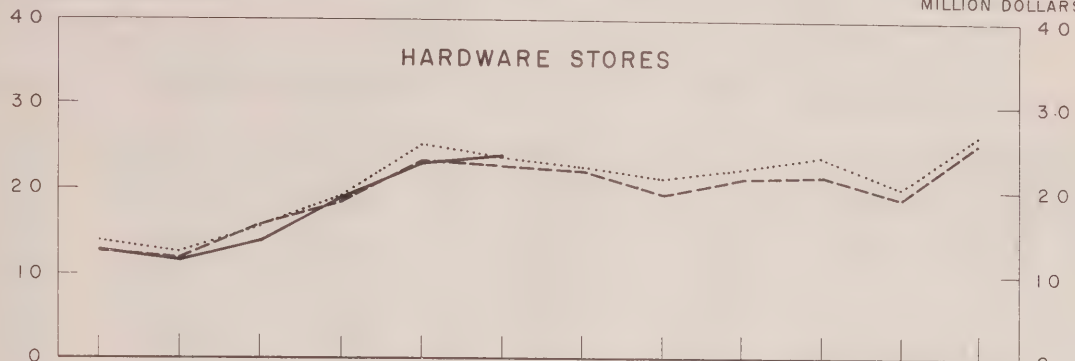


# MONTHLY SALES HARDWARE-BUILDING MATERIALS-FUEL

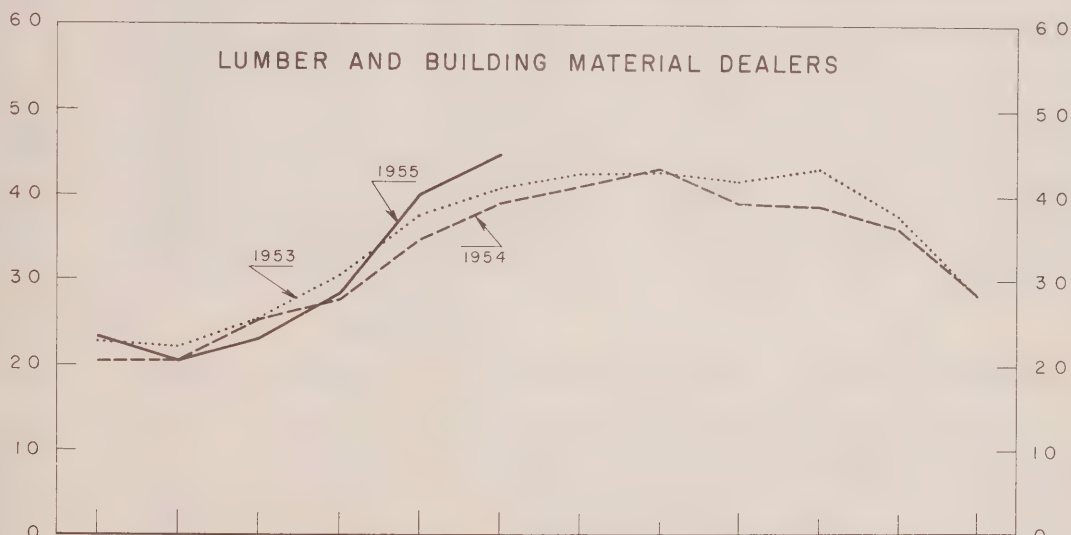
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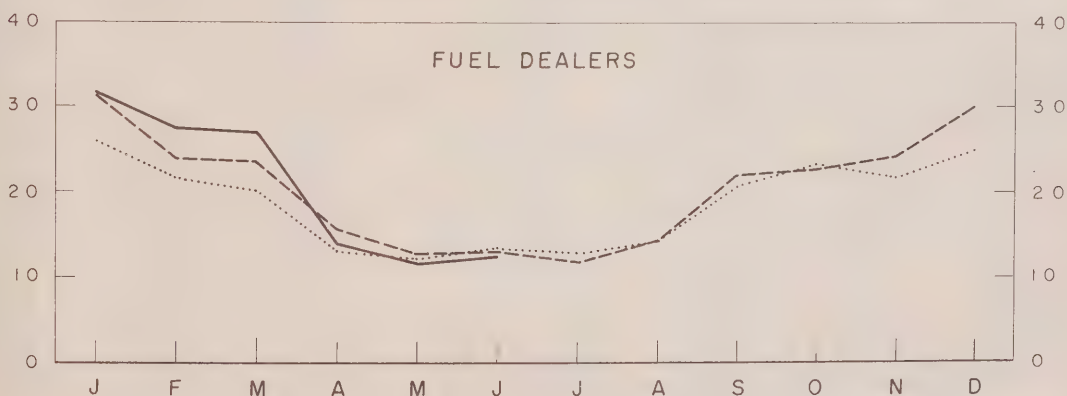
## HARDWARE STORES



## LUMBER AND BUILDING MATERIAL DEALERS



## FUEL DEALERS



## Estimated Retail Trade — Chain and Independent — By Provinces and Kinds of Business

June, 1955

(in thousands of dollars)

	KIND OF BUSINESS OR STORE	All Stores	Chain	Independent	All Stores
		Canada			Atlantic
1	TOTAL, ALL TRADES .....	1,181,002	196,255	984,747	100,849
2	Grocery & Combination .....	206,139	80,278	125,861	18,930
3	Other Food & Beverage .....	82,450	42,068	40,381	7,536
4	General .....	47,671	2,820	44,851	9,816
5	Department .....	90,738	-	90,738	7,772
6	Variety .....	20,004	16,778	3,226	1,939
7	Motor Vehicle.....	279,274	1,580	277,694	22,499
8	Garage & Filling Station .....	54,363	424	53,939	4,559
9	Men's Clothing .....	17,880	2,014	15,865	1,167
10	Family Clothing .....	18,593	2,911	15,682	2,588
11	Women's Clothing .....	19,244	5,074	14,169	854
12	Shoe .....	11,735	4,350	7,386	890
13	Hardware .....	24,164	1,400	22,764	1,729
14	Lumber & Building Material .....	44,921	8,319	36,602	1,518
15	Furniture, Appliance & Radio .....	40,669	9,725	30,944	3,777
16	Restaurant .....	39,186	2,664	36,522	2,556
17	Fuel .....	12,659	173	12,486	584
18	Drug .....	23,491	2,762	20,729	1,606
19	Jewellery .....	9,413	3,148	6,265	685
20	Miscellaneous .....	138,408	9,767	128,643	9,844
		Manitoba			Saskatchewan
21	TOTAL, ALL TRADES .....	61,515	7,908	53,607	71,326
22	Grocery & Combination .....	9,696	3,329	6,367	8,965
23	Other Food & Beverage.....	2,871	1,568	1,303	2,892
24	General .....	3,967	(a)	(a)	6,538
25	Department .....	7,815	-	7,815	4,751
26	Variety .....	466	444	22	740
27	Motor Vehicle.....	12,537	-	12,537	16,894
28	Garage & Filling Station .....	2,733	(a)	(a)	3,855
29	Men's Clothing .....	715	60	655	578
30	Family Clothing .....	642	(a)	(a)	1,007
31	Women's Clothing .....	569	205	364	507
32	Shoe .....	344	63	282	265
33	Hardware .....	1,326	(a)	(a)	2,729
34	Lumber & Building Material .....	4,454	844	3,610	4,589
35	Furniture, Appliance & Radio.....	1,159	136	1,023	1,324
36	Restaurant .....	2,221	171	2,050	2,308
37	Fuel .....	177	-	177	355
38	Drug .....	1,302	(a)	(a)	1,371
39	Jewellery .....	519	(a)	(a)	412
40	Miscellaneous .....	8,002	577	7,425	11,246

(a) Indicates figures withheld to avoid disclosing individual operations, but are included in the totals. Any slight differences between the totals and their components are due to the rounding of the figures.

# Estimated Retail Trade - Chain and Independent - By Provinces and Kinds of Business

5

June, 1955

(In thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent	No.
Provinces			Quebec			Ontario		
14,562	86,287	278,053	41,851	236,202	455,586	91,879	363,707	1
3,085	15,845	58,260	17,182	41,078	79,621	43,739	35,882	2
(a)	(a)	19,796	6,544	13,252	34,916	19,677	15,239	3
865	8,951	8,315	416	7,899	9,294	401	8,893	4
-	7,772	16,626	-	16,626	30,537	-	30,537	5
1,746	193	5,994	4,738	1,256	8,736	7,635	1,101	6
(a)	(a)	64,642	-	64,642	106,432	(a)	(a)	7
(a)	(a)	10,216	(a)	(a)	22,829	(a)	(a)	8
(a)	(a)	4,696	335	4,361	7,945	1,291	6,654	9
115	2,472	6,976	1,559	5,417	5,437	1,041	4,396	10
192	662	5,718	1,525	4,193	7,848	2,092	5,755	11
(a)	(a)	3,769	1,205	2,564	4,881	2,481	2,400	12
(a)	(a)	5,296	(a)	(a)	8,718	340	8,378	13
-	1,518	8,371	(a)	(a)	16,201	2,110	14,092	14
593	3,184	11,907	4,450	7,457	17,003	3,173	13,830	15
50	2,506	8,962	723	8,239	15,764	1,052	14,712	16
-	584	2,918	-	2,918	6,500	(a)	(a)	17
135	1,471	4,473	334	4,138	10,648	1,371	9,277	18
188	497	1,785	638	1,147	4,318	1,321	2,997	19
1,465	8,380	29,333	1,194	28,139	57,958	3,469	54,489	20
Saskatchewan			Alberta			British Columbia		
7,997	63,329	88,711	13,133	75,578	124,964	18,926	106,038	21
2,168	6,797	12,296	4,139	8,157	18,371	6,637	11,735	22
1,645	1,247	4,761	2,973	1,788	9,678	5,221	4,457	23
(a)	(a)	5,163	(a)	(a)	4,577	681	3,896	24
-	4,751	8,376	-	8,376	14,861	-	14,861	25
611	129	1,110	867	243	1,019	737	283	26
-	16,894	22,500	-	22,500	33,771	-	33,771	27
(a)	(a)	4,964	-	4,964	5,207	(a)	(a)	28
(a)	(a)	1,312	(a)	(a)	1,467	(a)	(a)	29
(a)	(a)	1,035	(a)	(a)	908	(a)	(a)	30
197	310	1,645	273	1,372	2,102	590	1,512	31
59	206	555	157	398	1,031	175	856	32
(a)	(a)	2,429	(a)	(a)	1,936	(a)	(a)	33
1,924	2,665	5,307	2,657	2,650	4,481	410	4,071	34
117	1,207	2,062	278	1,783	3,437	977	2,460	35
(a)	(a)	2,781	98	2,683	4,595	537	4,058	36
-	355	17	-	17	2,109	(a)	(a)	37
(a)	(a)	1,767	226	1,541	2,325	553	1,772	38
119	293	540	291	249	1,154	448	705	39
675	10,571	10,091	791	9,300	11,935	1,597	10,338	40

## Percentage Changes in Retail Trade — By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

June 1955 Over June 1954

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Colum
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES .....	+ 11.7	+ 10.0	+ 10.8	+ 12.0	+ 9.8	+ 9.3	+ 11.9	+ 16.0
Grocery & Combination .....	+ 8.5	+ 8.4	+ 10.5	+ 8.4	+ 12.7	+ 5.6	+ 3.1	+ 6.0
Other Food & Beverage .....	+ 1.3	+ 2.6	- 5.6	+ 5.8	+ 9.5	+ 0.2	- 1.8	- 0.0
General .....	+ 5.8	+ 2.7	+ 5.2	+ 2.3	+ 6.6	+ 10.9	+ 8.4	+ 10.0
Department .....	+ 7.5	+ 7.3	+ 6.0	+ 7.4	+ 2.7	+ 7.3	+ 11.0	+ 10.0
Variety .....	+ 4.5	+ 3.0	+ 1.7	+ 4.2	+ 5.4	+ 15.3	+ 15.5	+ 8.0
Motor Vehicle .....	+ 29.4	+ 25.6	+ 23.7	+ 33.7	+ 17.3	+ 10.8	+ 31.4	+ 47.0
Garage & Filling Station .....	+ 7.6	+ 12.0	+ 9.8	+ 5.2	- 1.5	+ 8.1	+ 6.0	+ 18.0
Men's Clothing .....	+ 4.9	+ 7.3	+ 4.0	+ 4.7	- 5.7	+ 8.2	+ 8.3	+ 8.0
Family Clothing .....	+ 2.7	- 2.3	+ 4.1	+ 0.6	- 0.3	+ 3.4	+ 13.7	+ 11.0
Women's Clothing .....	+ 3.5	- 0.2	- 1.0	+ 3.3	+ 3.5	+ 4.1	+ 11.4	+ 14.0
Shoe .....	+ 0.7	+ 1.8	- 3.4	+ 0.6	- 9.2	- 1.5	+ 17.6	+ 13.0
Hardware .....	+ 5.4	- 1.9	+ 7.1	- 0.3	+ 10.6	+ 13.4	+ 14.8	+ 10.0
Lumber & Building Material .....	+ 14.8	+ 6.5	+ 23.7	+ 21.5	+ 2.7	- 1.4	+ 7.7	+ 21.0
Furniture, Appliance & Radio .....	+ 6.5	+ 26.5	+ 14.5	- 3.0	- 18.4	+ 34.0	+ 30.1	+ 5.0
Restaurant .....	+ 2.1	+ 14.0	+ 2.6	+ 2.7	+ 1.4	- 0.6	- 3.6	- 1.0
Fuel .....	- 3.5	- 18.0	- 11.3	- 4.3	- 14.5	- 10.4	- 19.0	+ 24.0
Drug .....	+ 2.4	+ 2.6	+ 1.8	+ 1.4	+ 2.4	+ 4.2	+ 3.7	+ 6.0
Jewellery .....	+ 7.1	+ 15.1	- 2.4	+ 10.7	+ 10.9	+ 3.3	+ 2.1	+ 7.0
Miscellaneous .....	+ 13.6	+ 3.8	+ 17.1	+ 12.8	+ 29.9	+ 19.9	+ 5.1	+ 10.0



Estimated Retail Trade — By Provinces and Kinds of Business

January to June 1955

(in thousands of dollars)

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
TOTAL, ALL TRADES .....	5,938,539	514,274	1,365,508	2,325,916	313,859	330,248	449,168	639,595
Grocery & Combination .....	1,145,553	109,125	321,110	446,470	52,796	47,074	65,563	103,417
Other Food & Beverage .....	444,433	40,245	111,766	182,928	13,641	14,886	27,120	53,849
General .....	241,247	56,390	40,590	45,269	20,668	29,900	25,227	23,205
Department .....	491,348	38,921	91,020	164,538	44,529	24,901	47,739	79,703
Variety .....	100,715	9,541	29,363	45,011	2,488	3,608	5,301	5,408
Motor Vehicle .....	1,222,608	96,141	251,267	484,750	62,714	74,304	102,225	151,213
Garage & Filling Station .....	266,903	20,567	50,710	117,023	10,947	15,459	27,455	24,742
Men's Clothing .....	92,593	5,310	25,293	41,520	2,776	3,247	6,799	7,647
Family Clothing .....	90,787	12,441	32,265	29,226	3,285	3,858	4,789	4,925
Women's Clothing .....	99,688	4,958	28,786	41,105	3,018	3,223	7,518	11,081
Shoe .....	53,802	3,919	15,443	20,146	1,511	1,255	2,603	4,928
Hardware .....	105,533	7,489	22,095	40,309	5,604	9,813	11,141	9,083
Lumber & Building Material .....	181,094	6,760	32,082	67,544	17,914	15,326	20,825	20,642
Furniture, Appliance & Radio .....	228,589	16,846	54,547	104,270	8,431	9,178	15,388	19,930
Restaurant .....	211,916	12,054	51,559	83,396	12,543	12,704	14,338	25,325
Fuel .....	125,026	7,704	33,911	60,240	3,341	2,840	283	16,707
Drug .....	136,211	9,384	26,417	60,687	7,773	8,096	9,896	13,959
Jewellery .....	46,267	2,900	8,542	21,698	2,429	2,701	2,850	5,144
Miscellaneous .....	654,226	53,579	138,742	265,786	37,451	47,875	52,108	58,687



## Percentage Changes in Retail Trade — By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

January to June 1955 Over January to June 1954

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Colum
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES .....	+ 4.5	+ 5.5	+ 3.6	+ 6.1	+ 1.4	- 7.4	+ 3.4	+ 9.0
Grocery & Combination .....	+ 6.0	+ 5.0	+ 7.7	+ 5.5	+ 5.0	+ 6.0	+ 3.2	+ 6.0
Other Food & Beverage .....	- 0.5	+ 0.9	- 2.8	+ 1.2	(c)	- 2.2	- 2.1	- 1.0
General .....	+ 1.9	+ 8.0	+ 2.0	+ 1.0	+ 1.7	- 4.8	- 3.6	+ 5.0
Department .....	+ 6.1	+ 7.6	+ 7.1	+ 6.8	+ 3.9	- 1.3	+ 4.8	+ 7.0
Variety .....	+ 5.1	+ 4.0	+ 2.4	+ 6.7	+ 7.5	+ 6.5	+ 7.1	+ 4.0
Motor Vehicle .....	+ 9.4	+ 7.7	+ 5.0	+ 15.7	- 2.0	- 19.4	+ 9.0	+ 26.0
Garage & Filling Station .....	+ 2.4	+ 0.1	+ 5.2	+ 1.2	- 6.1	- 1.8	+ 3.3	+ 11.0
Men's Clothing .....	+ 0.9	(c)	- 1.2	+ 3.3	- 2.7	- 7.3	+ 4.0	- 1.0
Family Clothing .....	+ 0.3	- 3.6	+ 0.3	+ 3.4	+ 1.9	- 13.0	- 2.1	+ 6.0
Women's Clothing .....	- 0.7	+ 5.7	- 1.2	- 0.8	+ 4.7	- 7.1	- 3.1	+ 0.0
Shoe .....	- 1.6	- 2.3	- 5.7	+ 1.5	- 5.4	- 7.9	+ 4.8	- 3.0
Hardware .....	- 0.1	- 0.1	+ 3.5	- 0.3	- 4.1	- 7.7	+ 2.6	+ 0.0
Lumber & Building Material .....	+ 7.6	+ 7.1	+ 16.7	+ 12.4	+ 2.0	- 14.8	- 3.1	+ 18.5
Furniture, Appliance & Radio .....	+ 2.7	+ 19.2	- 5.2	+ 2.3	(c)	+ 14.0	+ 23.6	- 0.2
Restaurant .....	- 1.3	- 0.4	+ 1.6	- 1.2	- 2.2	- 4.7	- 8.2	- 1.0
Fuel .....	+ 3.9	- 4.5	+ 2.8	+ 5.0	- 5.8	- 5.9	- 12.4	+ 11.2
Drug .....	+ 0.9	+ 2.3	+ 1.2	+ 0.5	+ 0.6	- 1.0	- 1.2	+ 3.9
Jewellery .....	+ 0.5	+ 3.5	- 10.4	+ 5.1	- 3.1	+ 1.4	+ 0.7	+ 1.3
Miscellaneous .....	+ 3.2	+ 8.4	+ 2.7	+ 4.7	+ 5.2	- 8.7	+ 2.1	+ 4.2

(c) Unchanged

# Percentage Changes in Retail Trade - By Provinces and Kinds of Business

9

(Without Adjustment for Price Changes)

June 1955 Over May 1955

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES .....	+ 5.4	+ 1.3	+ 6.0	+ 5.6	+ 0.8	+ 4.7	+ 5.1	+ 9.7
Grocery & Combination .....	+ 5.7	+ 3.1	+ 2.9	+ 6.1	+ 3.6	+ 7.7	+ 11.2	+ 12.6
Other Food & Beverage .....	+ 1.4	+ 4.4	- 5.8	+ 7.5	+ 2.8	- 3.2	- 6.7	- 0.8
General .....	+ 2.1	- 11.5	- 2.9	+ 7.0	- 2.8	+ 23.7	+ 8.6	+ 8.5
Department .....	- 2.7	- 6.5	- 7.6	- 1.4	- 5.7	+ 2.7	- 2.1	+ 2.3
Variety .....	+ 5.1	+ 6.4	+ 2.8	+ 3.4	- 0.4	+ 14.2	+ 30.4	+ 6.3
Motor Vehicle .....	+ 7.1	+ 5.7	+ 17.3	+ 2.1	- 8.6	(c)	+ 8.2	+ 17.7
Garage & Filling Station .....	+ 4.8	+ 14.5	+ 4.7	+ 1.3	+ 25.9	- 7.5	+ 7.3	+ 12.7
Men's Clothing .....	+ 7.9	+ 24.4	- 6.6	+ 10.1	+ 77.4	+ 14.0	+ 15.4	+ 9.2
Family Clothing .....	+ 12.4	+ 10.1	+ 17.2	+ 3.0	+ 12.4	+ 42.2	+ 22.1	+ 9.5
Women's Clothing .....	+ 0.1	- 8.6	- 2.1	+ 4.9	+ 2.0	- 12.3	+ 0.1	- 3.8
Shoe .....	+ 8.5	+ 24.1	+ 9.9	+ 3.9	+ 7.5	+ 9.5	+ 14.7	+ 11.8
Hardware .....	+ 3.9	+ 13.5	+ 5.9	- 5.0	+ 12.9	+ 24.3	- 3.0	+ 14.8
Lumber & Building Material .....	+ 11.8	- 0.7	+ 13.6	+ 3.0	+ 14.6	+ 39.9	+ 27.4	+ 6.1
Furniture, Appliance & Radio .....	+ 10.2	+ 41.8	+ 17.3	+ 4.4	+ 16.8	- 0.5	- 10.5	+ 8.6
Restaurant .....	- 0.6	+ 12.1	+ 0.8	- 0.2	- 14.3	- 3.9	- 10.0	+ 5.3
Tel .....	+ 7.7	- 41.1	+ 9.1	+ 32.4	- 41.4	- 18.8	- 41.4	- 12.4
Drug .....	+ 5.6	+ 10.5	+ 1.4	+ 7.8	+ 1.4	+ 4.7	+ 7.3	+ 3.0
Jewellery .....	+ 15.9	+ 17.3	+ 23.0	+ 14.9	+ 26.0	- 15.2	+ 3.1	+ 27.8
Miscellaneous .....	+ 8.3	- 14.2	+ 7.5	+ 18.7	+ 4.5	- 4.2	- 2.0	+ 13.0

Unchanged

## Department Store Sales and Stocks

June 1954 and June 1955

These figures are estimates of total department store sales and stocks.  
Stocks are at selling value.

Department	SALES			STOCKS		
	June 1954	June 1955	Change 1955/54	May 31 1954	May 31 1955	Change 1955/54
	\$'000	\$'000	%	\$'000	\$'000	%
<b>TOTAL, ALL DEPARTMENTS .....</b>	<b>84,417</b>	<b>90,738</b>	<b>+ 7.5</b>	<b>250,068</b>	<b>263,445</b>	<b>+ 5.3</b>
1. Women's and Misses' Dresses.....	4,036	4,175	+ 3.4	5,358	5,362	+ 0.1
2. Women's and Misses' Coats and Suits	1,285	1,135	- 11.7	3,637	3,867	+ 6.3
3. Women's and Misses' Sportswear.....	2,661	3,084	+ 15.9	7,085	7,175	+ 1.3
4. Furs .....	92	125	+ 35.9	4,191	4,791	+ 14.3
5. Girls' and Infants' Wear .....	3,516	3,554	+ 1.1	10,347	10,959	+ 5.9
6. Lingerie and Corsets .....	3,576	3,788	+ 5.9	9,578	9,299	- 2.9
7. Aprons, Housedresses and Uniforms....	573	718	+ 25.3	1,214	1,226	+ 1.0
8. Millinery .....	599	596	- 0.5	1,098	1,063	- 3.2
9. Hosiery and Apparel Accessories .....	2,860	2,863	+ 0.1	8,516	8,999	+ 5.7
10. Women's, Misses' and Children's Shoes	3,878	3,911	+ 0.9	14,516	14,299	- 1.5
<b>Ladies' Apparel and Accessories.</b>						
<b>Total 1 - 10 .....</b>	<b>23,076</b>	<b>23,949</b>	<b>+ 3.8</b>	<b>65,540</b>	<b>67,040</b>	<b>+ 2.3</b>
11. Men's Clothing .....	2,755	2,845	+ 3.3	9,482	9,594	+ 1.2
12. Men's Furnishings .....	3,970	4,270	+ 7.6	12,890	13,322	+ 3.4
13. Boys' Clothing and Furnishings .....	1,758	1,853	+ 5.4	6,736	7,126	+ 5.8
14. Men's and Boys' Shoes .....	1,378	1,455	+ 5.6	5,268	5,315	+ 0.9
15. Food and Kindred Products.....	5,144	5,323	+ 3.5	4,404	4,320	- 1.9
16. Toiletries, Cosmetics and Drugs .....	1,995	2,203	+ 10.4	5,563	5,958	+ 7.1
17. Photographic Equipment and Supplies..	308	364	+ 18.2	871	1,002	+ 15.0
18. Piece Goods .....	1,868	1,859	- 0.5	8,603	8,583	- 0.2
19. Linens and Domestic Goods .....	2,595	2,546	- 1.9	9,726	9,595	- 1.3
20. Smallwares .....	1,577	1,591	+ 0.9	5,984	6,202	+ 3.6
21. China and Glassware .....	1,058	1,072	+ 1.3	8,100	8,633	+ 6.6
22. Home Furnishings .....	5,523	5,844	+ 5.8	23,346	24,085	+ 3.2
23. Furniture .....	5,697	6,180	+ 8.5	15,490	15,199	- 1.9
24. Major Appliances .....	3,831	4,929	+ 28.7	10,306	12,744	+ 23.7
25. Radio and Music .....	1,759	1,773	+ 0.8	6,329	7,374	+ 16.5
26. Hardware and Housewares .....	6,532	7,374	+ 12.9	17,381	19,051	+ 9.6
27. Jewellery .....	1,432	1,492	+ 4.2	7,452	7,660	+ 2.8
28. Sporting Goods and Luggage .....	3,707	4,381	+ 18.2	11,761	13,475	+ 14.6
29. Stationery, Books and Magazines.....	999	1,060	+ 6.1	4,239	4,606	+ 8.7
30. All Other Departments .....	7,455	8,375	+ 12.3	10,597	12,561	+ 18.5



CANADA

# RETAIL TRADE

JULY, 1955



*Published by Authority of*  
The Right Honourable C. D. Howe, Minister of Trade and Commerce

**DOMINION BUREAU OF STATISTICS**  
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Merchandising and Services Section

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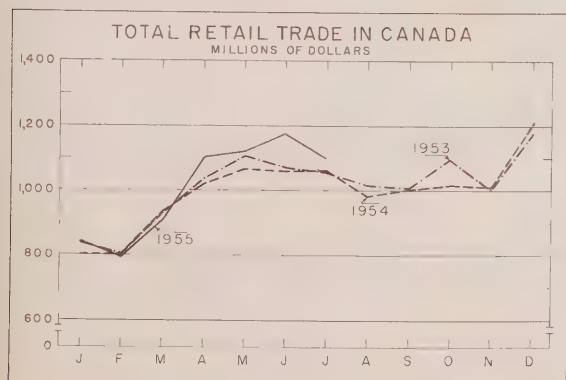
## RETAIL TRADE

Sales made by retail stores in Canada during July, 1955 were estimated at \$1,106,630,000 an increase of 4.6% over sales of July 1954 but down 6.3% from those of the previous month. Cumulative sales for the first seven months of 1955 were \$7,045,169,000, 4.5% above those for the corresponding period of 1954. These and other estimates contained in this bulletin are not adjusted for price changes, seasonal variations or number of shopping days.

### Total Retail Trade in Canada

<u>Period</u>	<u>1954</u> \$'000	<u>1955</u> \$'000	<u>% Change</u> <u>1955/1954</u>
First Quarter	2,530,772	2,533,241	+ 0.1
April .....	1,029,403	1,103,387	+ 7.2
May .....	1,067,584	1,120,909	+ 5.0
June .....	1,056,928	1,181,002	+ 11.7
July .....	1,057,772	1,106,630	+ 4.6
Total ..	6,742,459	7,045,169	+ 4.5

All regions with the exception of Saskatchewan had increased sales in July as compared with a year earlier. Ontario showed the largest percentage increase (7.0%) with British Columbia a close second (6.8%). Other increases were Atlantic, 5.3%; Quebec, 3.4%; Manitoba, 4.1% and Alberta 2.2%. Saskatchewan's sales during July decreased 5.1% when compared with the same month last year.



Twelve of the eighteen specified kind of business classifications as well as the miscellaneous group registered increases in sales during July 1955. The motor vehicle dealer category had the largest percentage increase

16.1% with all provinces contributing. The furniture, appliance and radio group increased by 6.6% over a year earlier, while jewellery stores and department stores had increases of 5.6% and 5.5% respectively. The women's clothing and shoe store groups were the notable decreases during July, these two groups decreased 3.2% and 3.8%.

Department store sales during July were estimated at \$70,686,000, up 5.5% from the previous July and bringing cumulative sales for the first seven months of 1955 to \$562,034,000.

Percentage Changes in Selected Retail Trades  
January to July 1955 over January to July 1954

Chains and Independents

Canada

	<u>All Stores</u>	<u>Chains</u>	<u>Independents</u>
Grocery and Combination .....	+ 5.2	+ 9.3	+ 2.7
Family Clothing .....	+ 0.5	(C)	+ 0.6
Women's Clothing .....	- 1.1	+ 4.6	- 2.8
Shoe .....	- 2.0	- 0.1	- 3.0
Lumber and Building Material	+ 6.6	- 2.2	+ 8.8
Furniture, Appliance and Radio	+ 3.3	- 1.2	+ 4.4
Restaurant .....	- 1.4	- 4.9	- 1.2
Drug .....	+ 0.8	- 1.7	+ 1.2
Jewellery .....	+ 1.3	+ 3.2	+ 0.4

(C) Unchanged.

# MONTHLY SALES DRUG-JEWELLERY STORES

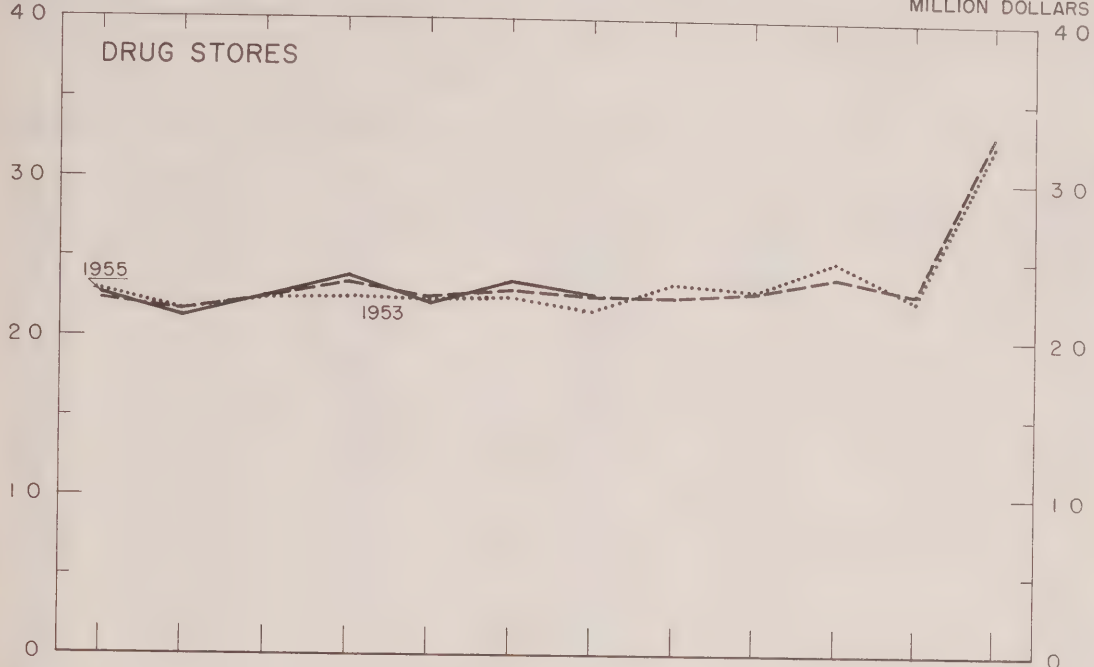
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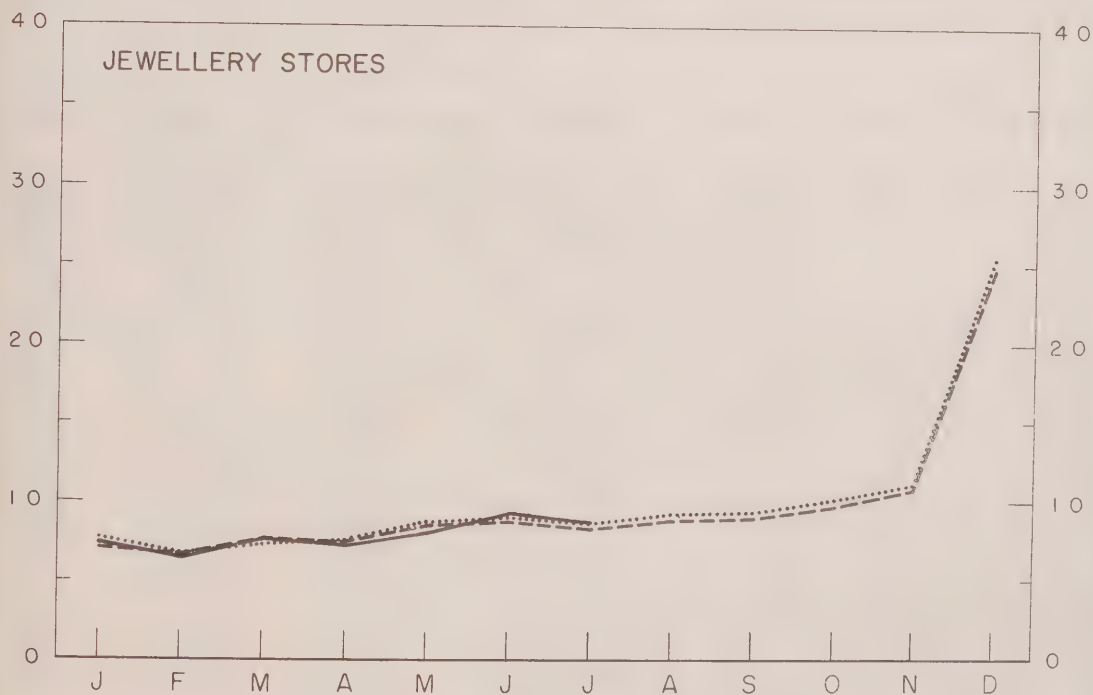
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## DRUG STORES



## JEWELLERY STORES



## Estimated Retail Trade - Chain and Independent - By Provinces and Kinds of Business

July, 1955

(in thousands of dollars)

	KIND OF BUSINESS OR STORE	All Stores	Chain	Independent	All Stores
		Canada			Atlantic
1	TOTAL, ALL TRADES .....	1,106,630	191,964	914,666	95,961
2	Grocery & Combination .....	209,830	81,706	128,125	19,568
3	Other Food & Beverage .....	82,286	41,393	40,893	7,807
4	General .....	50,823	3,316	47,507	11,445
5	Department .....	70,686	-	70,686	5,322
6	Variety .....	19,081	15,939	3,142	1,937
7	Motor Vehicle .....	242,952	1,475	241,478	18,740
8	Garage & Filling Station .....	57,700	476	57,224	5,601
9	Men's Clothing .....	14,760	1,551	13,209	821
10	Family Clothing .....	16,561	2,361	14,200	2,306
11	Women's Clothing .....	16,862	4,815	12,047	878
12	Shoe .....	9,276	3,671	5,604	704
13	Hardware .....	21,916	1,208	20,708	1,692
14	Lumber & Building Material .....	42,203	9,248	32,955	1,574
15	Furniture, Appliance & Radio .....	38,733	6,890	31,843	3,109
16	Restaurant .....	42,055	2,890	39,165	2,736
17	Fuel .....	10,165	156	10,009	702
18	Drug .....	22,663	2,761	19,902	1,566
19	Jewellery .....	8,795	2,478	6,317	537
20	Miscellaneous .....	129,283	9,630	119,652	8,916
		Manitoba			Saskatchewan
21	TOTAL, ALL TRADES .....	63,111	8,403	54,708	69,730
22	Grocery & Combination .....	9,927	3,557	6,370	8,987
23	Other Food & Beverage .....	2,919	1,613	1,305	2,766
24	General .....	4,429	(a)	(a)	6,038
25	Department .....	7,675	-	7,675	3,693
26	Variety .....	445	424	21	695
27	Motor Vehicle .....	14,315	-	14,315	16,527
28	Garage & Filling Station .....	2,231	(a)	(a)	4,551
29	Men's Clothing .....	908	51	857	397
30	Family Clothing .....	644	(a)	(a)	1,089
31	Women's Clothing .....	577	192	385	492
32	Shoe .....	263	63	200	267
33	Hardware .....	1,420	(a)	(a)	2,020
34	Lumber & Building Material .....	4,314	1,081	3,233	4,771
35	Furniture, Appliance & Radio .....	1,395	133	1,262	1,752
36	Restaurant .....	2,237	181	2,056	2,320
37	Fuel .....	147	-	147	394
38	Drug .....	1,285	(a)	(a)	1,377
39	Jewellery .....	581	(a)	(a)	339
40	Miscellaneous .....	7,399	613	6,787	11,255

(a) Indicates figures withheld to avoid disclosing individual operations, but are included in the totals. Any slight differences between the totals and their components are due to the rounding of the figures.

Estimated Retail Trade — Chain and Independent — By Provinces and Kinds of Business

5

July, 1955

(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent	No.
Provinces		Quebec			Ontario			
14,234	81,727	249,999	38,349	211,650	427,691	88,382	339,309	1
3,109	16,459	60,431	17,909	42,522	79,123	42,532	36,591	2
(a)	(a)	19,971	6,190	13,781	33,821	18,990	14,831	3
961	10,484	7,938	535	7,403	11,110	510	10,599	4
-	5,322	11,502	-	11,502	21,394	-	21,394	5
1,708	228	5,271	4,111	1,160	8,515	7,451	1,064	6
(a)	(a)	54,353	-	54,353	93,620	(a)	(a)	7
(a)	(a)	10,175	(a)	(a)	23,702	(a)	(a)	8
(a)	(a)	3,573	254	3,319	6,409	960	5,449	9
204	2,101	5,587	900	4,687	5,087	997	4,090	10
171	708	4,354	1,267	3,087	6,684	2,130	4,554	11
(a)	(a)	2,369	932	1,437	4,292	2,090	2,202	12
(a)	(a)	4,920	(a)	(a)	7,870	307	7,563	13
-	1,574	7,608	(a)	(a)	15,332	2,563	12,769	14
471	2,638	8,746	2,413	6,333	17,634	2,453	15,181	15
69	2,667	8,422	773	7,649	18,625	1,105	17,520	16
-	702	2,576	-	2,576	4,955	(a)	(a)	17
137	1,128	4,651	314	4,337	9,813	1,369	8,444	18
135	401	1,734	474	1,260	4,000	1,007	2,993	19
1,286	7,630	25,818	1,316	24,502	55,705	3,276	52,429	20
Saskatchewan		Alberta			British Columbia			
8,143	61,587	83,301	13,725	69,576	116,843	20,731	96,112	21
2,312	6,675	12,355	4,567	7,788	19,439	7,719	11,720	22
1,710	1,056	4,863	2,914	1,949	10,139	5,604	4,536	23
(a)	(a)	4,838	(a)	(a)	5,025	797	4,228	24
-	3,693	7,674	-	7,674	13,426	-	13,426	25
574	121	1,154	901	252	1,064	769	295	26
-	16,527	18,051	-	18,051	27,347	-	27,347	27
(a)	(a)	5,619	-	5,619	5,822	(a)	(a)	28
(a)	(a)	1,070	(a)	(a)	1,582	(a)	(a)	29
(a)	(a)	906	(a)	(a)	943	(a)	(a)	30
186	306	1,690	273	1,417	2,186	596	1,590	31
62	205	432	166	266	948	189	759	32
(a)	(a)	2,202	(a)	(a)	1,793	(a)	(a)	33
2,004	2,767	5,138	2,750	2,388	3,467	452	3,015	34
148	1,603	2,110	233	1,878	3,987	1,039	2,948	35
(a)	(a)	3,213	117	3,096	4,503	608	3,895	36
-	394	10	-	10	1,383	(a)	(a)	37
(a)	(a)	1,665	256	1,409	2,307	545	1,763	38
89	251	547	251	296	1,056	397	659	39
607	10,649	9,764	855	8,909	10,426	1,678	8,748	40



## Percentage Changes in Retail Trade — By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

July 1955 Over July 1954

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES .....	+ 4.6	+ 5.3	+ 3.4	+ 7.0	+ 4.1	- 5.1	+ 2.2	+ 6.8
Grocery & Combination .....	+ 1.0	+ 0.2	+ 3.1	- 0.7	+ 4.1	- 6.4	(c)	+ 5.7
Other Food & Beverage .....	- 2.3	- 1.1	- 7.1	+ 0.7	- 2.1	- 8.6	- 3.7	- 0.7
General .....	+ 0.4	+11.0	- 0.2	+ 1.7	+ 2.9	- 9.1	- 6.1	- 6.1
Department .....	+ 5.5	+ 3.3	+10.5	+ 4.6	+14.1	- 1.0	+ 7.1	+ 0.4
Variety .....	+ 0.2	- 0.9	- 2.2	+ 0.4	- 2.4	+ 5.5	+10.3	+ 1.6
Motor Vehicle .....	+16.1	+14.6	+10.7	+22.6	+ 8.8	+ 0.5	+12.0	+25.8
Garage & Filling Station .....	+ 3.0	+ 6.2	+ 5.8	+ 3.6	- 1.1	-12.2	- 0.2	+12.5
Men's Clothing .....	+ 1.7	- 7.8	- 1.8	+ 6.1	+ 3.2	-11.2	- 0.1	+ 2.3
Family Clothing .....	+ 1.5	- 4.1	+ 2.4	+ 5.5	+ 3.4	- 9.5	+ 5.2	(c)
Women's Clothing .....	- 3.2	+ 7.3	- 3.9	- 4.8	+ 3.8	-17.7	- 0.6	(c)
Shoe .....	- 3.8	- 2.5	- 9.4	+ 0.3	-16.8	-10.1	- 6.3	- 0.3
Hardware.....	- 1.2	+ 3.2	(c)	- 2.6	+ 5.9	- 8.4	+ 1.0	- 1.6
Lumber & Building Material .....	+ 2.6	+ 8.2	+12.1	+ 5.5	- 7.9	-13.0	+ 2.6	+ 8.5
Furniture, Appliance & Radio.....	+ 6.6	+18.7	- 5.0	+ 9.7	+13.3	+17.8	+16.6	+ 1.5
Restaurant .....	- 2.3	+ 2.5	+ 1.2	+ 0.4	- 4.9	-11.9	- 8.4	-10.2
Fuel .....	-13.7	- 4.1	-18.4	-15.6	-28.6	-10.3	(c)	+ 1.5
Drug .....	+ 0.6	- 2.6	+ 2.0	+ 1.1	- 1.0	- 4.4	+ 1.0	+ 1.5
Jewellery .....	+ 5.6	- 5.5	+ 1.0	+ 6.8	+16.9	- 0.3	+ 8.1	+10.8
Miscellaneous .....	+ 7.2	+ 4.3	+ 5.9	+14.6	+ 2.6	- 3.3	- 4.8	+ 4.5

(c) Unchanged

Estimated Retail Trade — By Provinces and Kinds of Business

January to July 1955

(in thousands of dollars)

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
TOTAL, ALL TRADES .....	7,045,169	610,235	1,615,507	2,753,608	376,970	399,978	532,469	756,438
Grocery & Combination .....	1,355,383	128,693	381,541	525,593	62,723	56,061	77,918	122,856
Other Food & Beverage .....	526,719	48,052	131,737	216,749	16,560	17,652	31,983	63,988
General .....	292,070	67,835	48,528	56,379	25,097	35,938	30,065	28,230
Department .....	562,034	44,243	102,522	185,933	52,204	28,594	55,413	93,129
Variety .....	119,796	11,478	34,634	53,526	2,933	4,303	6,455	6,472
Motor Vehicle .....	1,465,560	114,881	305,620	578,370	77,029	90,831	120,276	178,560
Garage & Filling Station .....	324,603	26,168	60,885	140,725	13,178	20,010	33,074	30,564
Men's Clothing .....	107,353	6,131	28,866	47,929	3,684	3,644	7,869	9,229
Family Clothing .....	107,348	14,747	37,852	34,313	3,929	4,947	5,695	5,868
Women's Clothing .....	116,550	5,836	33,140	47,789	3,595	3,715	9,208	13,267
Shoe .....	63,078	4,623	17,812	28,438	1,774	1,522	3,035	5,876
Hardware .....	127,449	9,181	27,015	48,179	7,024	11,833	13,343	10,876
Lumber & Building Material .....	223,297	8,334	39,690	82,876	22,228	20,097	25,963	24,109
Furniture, Appliance & Radio .....	267,322	19,955	63,293	121,904	9,826	10,930	17,498	23,917
Restaurant .....	253,971	14,790	59,981	102,021	14,780	15,024	17,551	29,828
Fuel .....	135,191	8,406	36,487	65,195	3,488	3,234	293	18,090
Drug .....	158,874	10,950	31,068	70,500	9,058	9,473	11,561	16,266
Jewellery .....	55,062	3,437	10,276	25,698	3,010	3,040	3,397	6,200
Miscellaneous .....	783,509	62,495	164,560	321,491	44,850	59,130	61,872	69,113

## Percentage Changes in Retail Trade — By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

January to July 1955 Over January to July 1954

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES .....	+ 4.5	+ 5.5	+ 3.5	+ 6.2	+ 1.8	- 7.0	+ 3.2	+ 8.8
Grocery & Combination .....	+ 5.2	+ 4.3	+ 7.0	+ 4.6	+ 4.9	+ 3.8	+ 2.7	+ 6.4
Other Food & Beverage .....	- 0.8	+ 0.6	- 3.4	+ 1.1	- 0.4	- 3.3	- 2.4	- 1.4
General .....	+ 1.6	+ 8.5	+ 1.6	+ 1.1	+ 1.9	- 5.6	- 4.0	+ 3.3
Department .....	+ 6.0	+ 7.1	+ 7.4	+ 6.5	+ 5.3	- 1.2	+ 5.1	+ 6.4
Variety .....	+ 4.3	+ 3.1	+ 1.6	+ 5.6	+ 5.8	+ 6.3	+ 7.7	+ 4.3
Motor Vehicle .....	+10.5	+ 8.8	+ 6.0	+16.8	- 0.2	-16.4	+ 9.4	+26.0
Garage & Filling Station .....	+ 2.5	+ 1.4	+ 5.3	+ 1.6	- 5.3	- 4.4	+ 2.7	+11.6
Men's Clothing .....	+ 1.0	- 1.1	- 1.3	+ 3.7	- 1.3	- 7.8	+ 3.5	- 1.2
Family Clothing .....	+ 0.5	- 3.7	+ 0.6	+ 3.7	+ 2.2	-12.2	- 1.0	+ 5.6
Women's Clothing .....	- 1.1	+ 5.9	- 1.6	- 1.4	+ 4.6	- 8.7	- 2.7	+ 0.2
Shoe .....	- 2.0	- 2.3	- 6.2	+ 1.3	- 7.3	- 8.3	+ 3.1	- 2.6
Hardware .....	- 0.3	+ 0.5	+ 2.9	- 0.7	- 2.2	- 7.8	+ 2.4	+ 0.3
Lumber & Building Material .....	+ 6.6	+ 7.3	+15.8	+11.1	- 0.1	-14.4	- 2.0	+17.0
Furniture, Appliance & Radio .....	+ 3.3	+19.1	- 5.2	+ 3.3	+ 1.7	+14.6	+22.7	+ 0.1
Restaurant .....	- 1.4	+ 0.1	+ 1.5	- 0.9	- 2.6	- 5.9	- 8.3	- 2.5
Fuel .....	+ 2.3	- 4.5	+ 1.0	+ 3.1	- 7.0	- 6.4	-12.0	+10.4
Drug .....	+ 0.8	+ 1.6	+ 1.3	+ 0.6	+ 0.3	- 1.5	- 0.9	+ 3.6
Jewellery .....	+ 1.3	+ 2.0	- 8.6	+ 5.4	+ 0.2	+ 1.2	+ 1.8	+ 2.8
Miscellaneous .....	+ 3.9	+ 7.8	+ 3.1	+ 6.3	+ 4.8	- 7.8	+ 0.9	+ 4.2

# Percentage Changes in Retail Trade — By Provinces and Kinds of Business

9

(Without Adjustment for Price Changes)

July 1955 Over June 1955

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES .....	- 6.3	- 4.8	-10.1	- 6.1	+ 2.6	- 2.2	- 6.1	- 6.5
Grocery & Combination .....	+ 1.8	+ 3.4	+ 3.7	- 0.6	+ 2.4	+ 0.2	+ 0.5	+ 5.8
Other Food & Beverage .....	- 0.2	+ 3.6	+ 0.9	- 3.1	+ 1.7	- 4.4	+ 2.1	+ 4.8
General .....	+ 6.6	+16.6	- 4.5	+19.5	+11.6	- 7.6	- 6.3	+ 9.8
Department .....	-22.1	-31.5	-30.8	-29.9	- 1.8	-22.3	- 8.4	- 9.7
Variety .....	- 4.6	- 0.1	-12.1	- 2.5	- 4.5	- 6.1	+ 4.0	+ 4.4
Motor Vehicle .....	-13.0	-16.7	-15.9	-12.0	+14.2	- 2.2	-19.8	-19.0
Garage & Filling Station .....	+ 6.1	+22.9	- 0.4	+ 3.8	-18.4	+18.1	+13.2	+11.8
Men's Clothing .....	-17.4	-29.6	-23.9	-19.3	+27.0	-31.3	-18.4	+ 7.8
Family Clothing .....	-10.9	-10.9	-19.9	- 6.4	+ 0.3	+ 8.1	-12.5	+ 3.9
Women's Clothing .....	-12.4	- 2.8	-23.9	-14.8	+ 1.4	- 3.0	+ 2.7	+ 4.0
Shoe .....	-21.0	-20.9	-37.1	-12.1	-23.5	+ 0.8	-22.2	- 8.1
Hardware .....	- 9.3	- 2.1	- 7.1	- 9.7	+ 7.1	-26.0	- 9.3	- 7.4
Lumber & Building Material .....	- 6.1	+ 3.7	- 9.1	- 5.4	- 3.1	+ 4.0	- 3.2	-22.6
Furniture, Appliance & Radio .....	- 4.8	-17.7	-26.5	+ 3.7	+20.4	+32.3	+ 2.3	+16.0
Restaurant .....	+ 7.3	+ 7.0	- 6.0	+18.1	+ 0.7	+ 0.5	+15.5	- 2.0
Fuel .....	-19.7	+20.2	-11.7	-23.8	-16.9	+11.0	-41.2	-34.4
Drug .....	- 3.5	- 2.5	+ 4.0	- 7.8	- 1.3	+ 0.4	- 5.8	- 0.8
Jewellery .....	- 6.6	-21.6	- 2.9	- 7.4	+11.9	-17.7	+ 1.3	- 8.5
Miscellaneous .....	- 6.6	- 9.4	-12.0	- 3.9	- 7.5	+ 0.1	- 3.2	-12.6



# Department Store Sales and Stocks

July 1954 and July 1955

These figures are estimates of total department store sales and stocks.  
Stocks are at selling value.

Department	SALES			STOCKS		
	July 1954	July 1955	Change 1955/54	June 30 1954	June 30 1955	Change 1955/54
	\$'000	\$'000	%	\$'000	\$'000	%
<b>TOTAL, ALL DEPARTMENTS .....</b>	67,009	70,686	+ 5.5	236,781	243,008	+ 2.6
1. Women's and Misses' Dresses.....	2,320	2,253	- 2.9	4,091	4,471	+ 9.3
2. Women's and Misses' Coats and Suits	772	624	- 19.2	3,307	3,446	+ 4.2
3. Women's and Misses' Sportswear.....	2,201	2,285	+ 3.8	6,466	6,563	+ 1.5
4. Furs .....	667	627	- 6.0	4,288	4,808	+ 12.1
5. Girls' and Infants' Wear .....	2,317	2,314	- 0.1	9,599	10,467	+ 9.0
6. Lingerie and Corsets .....	2,767	2,922	+ 5.6	8,371	8,618	+ 3.0
7. Aprons, Housedresses and Uniforms....	457	482	+ 5.5	1,040	1,134	+ 9.0
8. Millinery .....	334	296	- 11.4	851	784	- 7.9
9. Hosiery and Apparel Accessories .....	1,947	1,907	- 2.1	7,801	8,201	+ 5.1
10. Women's, Misses' and Children's Shoes	2,303	2,224	- 3.4	13,298	13,033	- 2.0
<b>Ladies' Apparel and Accessories.</b>						
<b>Total 1 - 10 .....</b>	16,085	15,934	- 0.9	59,112	61,525	+ 4.1
11. Men's Clothing .....	1,926	1,884	- 2.2	8,547	8,728	+ 2.1
12. Men's Furnishings .....	2,549	2,670	+ 4.7	11,525	11,950	+ 3.7
13. Boys' Clothing and Furnishings .....	1,096	1,100	+ 0.4	6,324	6,826	+ 7.9
14. Men's and Boys' Shoes .....	1,020	991	- 2.8	4,880	4,790	- 1.8
15. Food and Kindred Products.....	5,038	4,762	- 5.5	4,208	4,012	- 4.7
16. Toiletries, Cosmetics and Drugs .....	1,760	1,929	+ 9.6	5,435	5,608	+ 3.2
17. Photographic Equipment and Supplies..	322	312	- 3.1	871	921	+ 5.7
18. Piece Goods .....	1,343	1,375	+ 2.4	8,093	7,965	- 1.6
19. Linens and Domestic .....	2,454	2,369	- 3.5	9,055	8,577	- 5.3
20. Smallwares .....	1,245	1,237	- 0.6	5,648	5,827	+ 3.2
21. China and Glassware .....	1,025	1,013	- 1.2	8,023	8,254	+ 2.9
22. Home Furnishings .....	4,333	4,674	+ 7.9	22,664	22,778	+ 0.5
23. Furniture .....	5,033	5,629	+ 11.8	15,058	14,235	- 5.5
24. Major Appliances .....	3,857	5,264	+ 36.5	11,209	11,757	+ 4.9
25. Radio and Music .....	1,820	2,020	+ 11.0	6,193	6,476	+ 4.6
26. Hardware and Housewares .....	5,235	5,749	+ 9.8	16,905	17,763	+ 5.1
27. Jewellery .....	1,161	1,197	+ 3.1	7,361	7,311	- 0.7
28. Sporting Goods and Luggage .....	2,951	3,349	+ 13.5	11,119	11,931	+ 7.3
29. Stationery, Books and Magazines .....	865	940	+ 8.7	4,120	4,291	+ 4.2
30. All Other Departments .....	5,891	6,288	+ 6.7	10,431	11,483	+ 10.1



# DEPARTMENT STORE SALES BY SELECTED DEPARTMENTS

11

February-to-July 1954 and February-to-July 1955

Department	SALES		
	February to July 1954	February to July 1955	Change 1955/1954
	\$'000	\$'000	%
<b>TOTAL, ALL DEPARTMENTS .....</b>	467,578	493,060	+ 5.4
1. Women's and Misses' Dresses .....	17,878	18,670	+ 4.4
2. Women's and Misses' Coats and Suits ....	13,450	12,954	- 3.7
3. Women's and Misses' Sportswear .....	12,344	13,644	+ 10.5
4. Furs .....	3,166	3,196	+ 0.9
5. Girls' and Infants' Wear .....	21,339	21,474	+ 0.6
6. Lingerie and Corsets .....	18,983	19,656	+ 3.5
7. Aprons, Housedresses and Uniforms .....	2,958	3,118	+ 5.4
8. Millinery .....	4,718	4,525	- 4.1
9. Hosiery and Apparel Accessories .....	16,643	16,655	+ 0.1
10. Women's, Misses' and Children's Shoes .....	20,536	20,537	(c)
<b>Ladies' Apparel and Accessories</b>			
<b>Total 1 - 10 .....</b>	132,015	134,429	+ 1.8
11. Men's Clothing .....	15,257	15,390	+ 0.9
12. Men's Furnishings .....	17,448	18,411	+ 5.5
13. Boys' Clothing and Furnishings .....	10,646	10,853	+ 1.9
14. Men's and Boys' Shoes .....	7,286	7,430	+ 2.0
15. Food and Kindred Products .....	31,642	31,842	+ 0.6
16. Toiletries, Cosmetics and Drugs .....	11,372	12,225	+ 7.5
17. Photographic Equipment and Supplies ....	1,583	1,665	+ 5.2
18. Piece Goods .....	11,569	11,500	- 0.6
19. Linens and Domestics .....	14,907	14,551	- 2.4
20. Smallwares .....	9,225	9,346	+ 1.3
21. China and Glassware .....	5,534	5,495	- 0.7
22. Home Furnishings .....	31,636	33,782	+ 6.8
23. Furniture .....	31,153	33,640	+ 8.0
24. Major Appliances .....	23,228	27,980	+ 20.5
25. Radio and Music .....	10,276	12,424	+ 20.9
26. Hardware and Housewares .....	33,634	37,125	+ 10.4
27. Jewellery .....	7,478	7,727	+ 3.3
28. Sporting Goods and Luggage .....	15,576	17,467	+ 12.1
29. Stationery, Books and Magazines .....	6,417	6,970	+ 8.6
30. All Other Departments .....	39,696	42,808	+ 7.8

(c) Unchanged

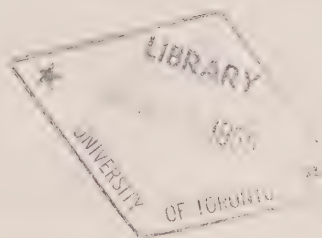




CANADA

# RETAIL TRADE

AUGUST, 1955



*Published by Authority of*

The Right Honourable C. D. Howe, Minister of Trade and Commerce

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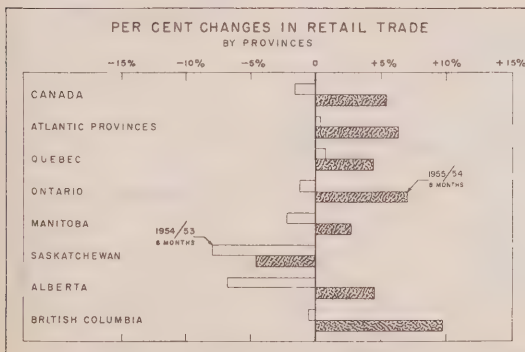
## RETAIL TRADE

Retail sales in Canada during August 1955 had a dollar value of \$1,100,006,000. This was an increase of 11.9% over sales of \$982,615,000 the same month a year earlier and a slight decrease (0.6%) from sales of \$1,106,630,000 in July 1955. Cumulative sales for the first eight months of 1955 amounted to \$8,145,175,000, 5.4% greater than sales in the same period of 1954. These and other estimates contained in this bulletin are not adjusted for seasonal variations, price changes or number of shopping days.

### Total Retail Trade in Canada

<u>Period</u>	<u>1954</u> \$'000	<u>1955</u> \$'000	<u>% Change</u> <u>1955/1954</u>
First Half .....	5,684,687	5,938,539	+ 4.5
July .....	1,057,772	1,106,630	+ 4.6
August .....	982,615	1,100,006	+ 11.9
Total ....	7,725,074	8,145,175	+ 5.4

All regions of the country shared in the general increase during August this year as compared with last. British Columbia showed the largest percentage increase, (16.2%), with Alberta the next largest (13.3%). The other provinces, ranked by size of percentage increase, were Ontario (12.6%), Atlantic Provinces (11.7%), Quebec (10.2%), Saskatchewan (9.1%) and Manitoba (9.0%).



All trades, except the fuel dealer classification, contributed to the overall increase of 11.9%. The motor vehicle group with the largest percentage gain in sales during August (32.6%) continued the trend which started in April this year



2.

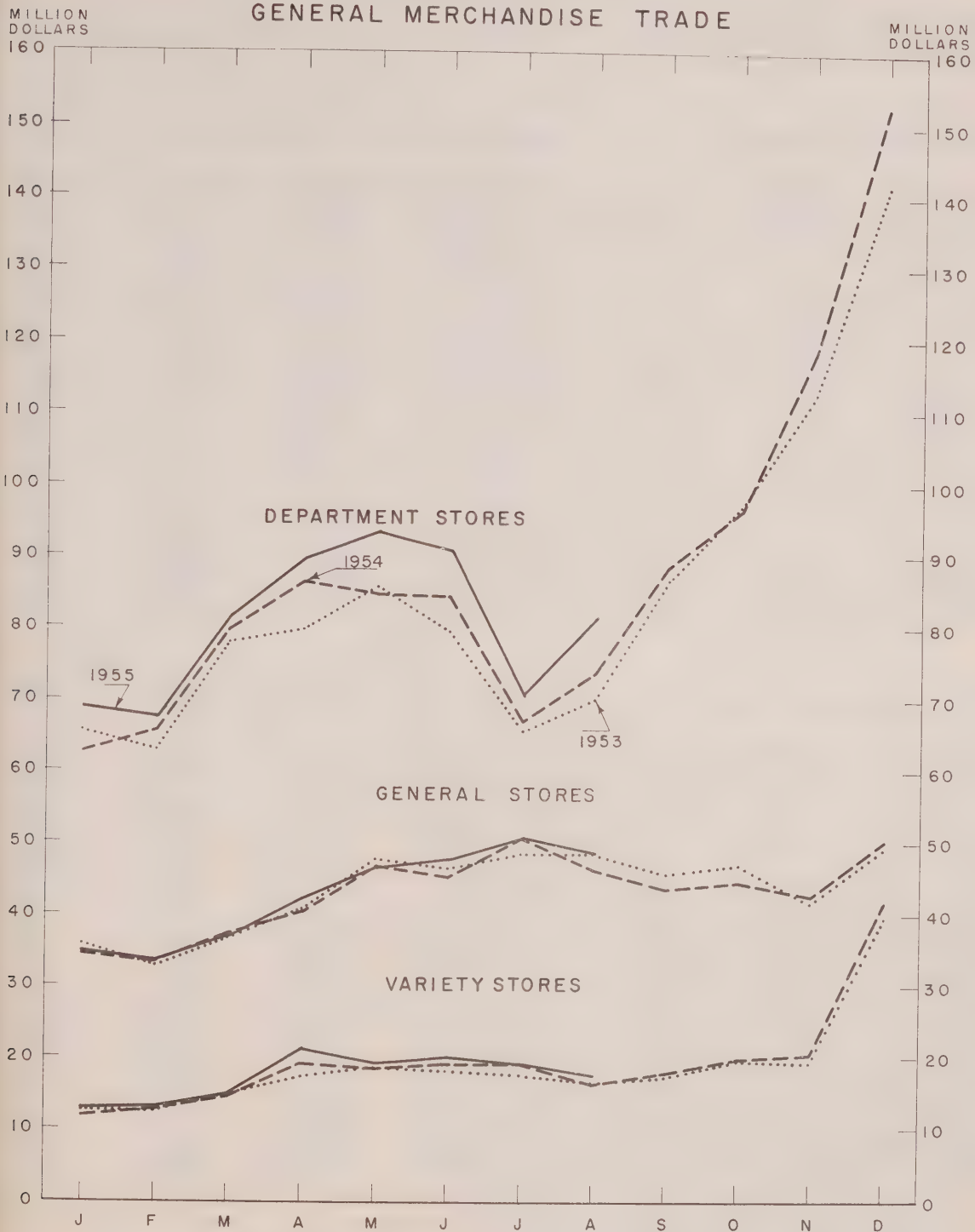
showing increased sales each month over a year earlier. Grocery and combination stores with an increase of 7.5% and department stores 10.2% are also classifications consistently showing increases in sales over last year. In the grocery and combination store group independent stores increased sales by 3.0% and chain stores 9.5% in the eight-month period of 1955 as compared with the same period a year ago.

Department store sales for the month of August totalled \$81,201,000 as compared with \$73,695,000 in the same month a year earlier. Stocks on hand in department stores at the end of July 1955 had a selling value of \$251,389,000 slightly higher than stocks of \$249,891,000 on the same date of 1954.

Percentage Changes in Selected Retail Trades  
January to August 1955 over January to August 1954  
Chains and Independents

	<u>Canada</u>		
	<u>All Stores</u>	<u>Chains</u>	<u>Independents</u>
Grocery and Combination .....	+ 5.5	+ 9.5	+ 3.0
Family Clothing .....	+ 0.7	- 0.2	+ 0.9
Women's Clothing .....	- 0.8	+ 5.1	- 2.6
Shoe .....	- 1.3	+ 0.7	- 2.5
Lumber and Building Material .	+ 7.5	- 1.5	+ 9.8
Furniture, Appliance and Radio .	+ 4.3	+ 1.6	+ 4.9
Restaurant .....	- 1.0	- 4.5	- 0.7
Drug .....	+ 1.3	- 0.9	+ 1.7
Jewellery .....	+ 2.4	+ 5.4	+ 1.2

# MONTHLY SALES GENERAL MERCHANDISE TRADE



# Estimated Retail Trade — Chain and Independent — By Provinces and Kinds of Business

## August, 1955

(in thousands of dollars)

	KIND OF BUSINESS OR STORE	All Stores	Chain	Independent	All Stores
		Canada			Atlantic
1	TOTAL, ALL TRADES .....	1,100,006	175,966	924,040	95,478
2	Grocery & Combination .....	194,643	72,677	121,967	17,928
3	Other Food & Beverage .....	74,491	34,587	39,904	7,062
4	General .....	48,711	2,787	45,923	9,567
5	Department .....	81,201	-	81,201	6,814
6	Variety .....	17,746	14,893	2,853	1,838
7	Motor Vehicle .....	224,317	1,684	222,633	17,600
8	Garage & Filling Station .....	56,414	482	55,932	5,051
9	Men's Clothing .....	13,169	1,104	12,066	782
10	Family Clothing .....	13,864	2,621	11,243	2,265
11	Women's Clothing .....	14,725	3,486	11,237	821
12	Shoe .....	8,499	3,043	5,456	589
13	Hardware .....	21,244	1,194	20,050	1,667
14	Lumber & Building Material .....	48,516	10,475	38,041	1,966
15	Furniture, Appliance & Radio .....	39,821	8,040	31,781	2,953
16	Restaurant .....	44,995	3,032	41,963	2,920
17	Fuel .....	12,416	215	12,202	707
18	Drug .....	23,577	2,750	20,827	1,650
19	Jewellery .....	9,663	2,932	6,732	660
20	Miscellaneous .....	151,996	9,964	142,029	12,638
		Manitoba			Saskatchewan
21	TOTAL, ALL TRADES .....	60,244	7,393	52,851	83,040
22	Grocery & Combination .....	8,941	3,061	5,880	8,267
23	Other Food & Beverage .....	2,465	1,214	1,251	2,732
24	General .....	4,088	(a)	(a)	6,582
25	Department .....	6,899	-	6,899	4,044
26	Variety .....	412	393	19	685
27	Motor Vehicle .....	10,991	-	10,991	16,692
28	Garage & Filling Station .....	2,661	(a)	(a)	6,082
29	Men's Clothing .....	891	39	852	437
30	Family Clothing .....	473	(a)	(a)	729
31	Women's Clothing .....	437	142	295	491
32	Shoe .....	230	39	191	209
33	Hardware .....	1,199	(a)	(a)	2,280
34	Lumber & Building Material .....	5,262	1,100	4,162	6,089
35	Furniture, Appliance & Radio .....	1,467	125	1,343	1,321
36	Restaurant .....	2,152	184	1,967	2,645
37	Fuel .....	296	-	296	238
38	Drug .....	1,364	(a)	(a)	1,371
39	Jewellery .....	698	(a)	(a)	368
40	Miscellaneous .....	9,318	572	8,746	21,778

(a) Indicates figures withheld to avoid disclosing individual operations, but are included in the totals. Any slight differences between the totals and their components are due to the rounding of the figures.

August, 1955

(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent	No.
Provinces			Quebec			Ontario		
13,561	81,917	242,902	34,654	208,248	410,110	79,611	330,499	1
2,974	14,954	54,508	15,204	39,305	74,372	38,966	37,406	2
(a)	(a)	18,589	5,160	13,429	29,795	15,363	14,432	3
660	8,906	8,609	409	8,199	10,108	506	9,602	4
-	6,814	14,452	-	14,452	25,117	-	25,473	5
1,642	196	5,068	3,963	1,105	7,640	6,749	891	6
(a)	(a)	46,903	-	46,903	82,478	(a)	(a)	7
(a)	(a)	9,228	(a)	(a)	23,151	(a)	(a)	8
(a)	(a)	3,406	184	3,223	5,345	688	4,657	9
268	1,997	4,178	1,028	3,150	4,241	961	3,280	10
137	684	3,809	930	2,889	5,932	1,475	4,456	11
(a)	(a)	2,171	812	1,339	3,945	1,687	2,259	12
(a)	(a)	4,581	(a)	(a)	7,066	291	6,775	13
-	1,966	8,202	(a)	(a)	16,730	2,253	14,476	14
482	2,471	11,503	3,099	8,404	16,719	2,847	13,872	15
73	2,846	10,326	844	9,481	17,942	1,168	16,774	16
-	707	2,959	-	2,959	7,010	(a)	(a)	17
146	1,504	4,452	297	4,156	10,730	1,349	9,380	18
159	501	1,814	541	1,273	4,425	1,194	3,232	19
1,340	11,298	28,144	1,245	26,899	55,009	3,494	51,515	20
Saskatchewan			Alberta			British Columbia		
8,875	74,165	87,963	13,575	74,388	120,279	18,305	101,974	21
2,158	6,110	11,692	4,158	7,534	16,936	6,156	10,780	22
1,603	1,129	4,497	2,496	2,002	9,351	4,950	4,402	23
(a)	(a)	4,679	(a)	(a)	5,078	717	4,361	24
-	4,044	8,379	-	8,379	15,140	-	15,140	25
565	119	1,043	816	229	1,058	765	294	26
-	16,692	19,706	-	19,706	29,947	-	29,947	27
(a)	(a)	5,209	-	5,209	5,033	(a)	(a)	28
(a)	(a)	1,060	(a)	(a)	1,248	(a)	(a)	29
(a)	(a)	925	(a)	(a)	1,053	(a)	(a)	30
129	362	1,541	224	1,318	1,694	459	1,235	31
47	162	410	124	287	914	194	750	32
(a)	(a)	2,478	(a)	(a)	1,973	(a)	(a)	33
2,947	3,143	5,998	3,113	2,686	4,270	472	3,798	34
149	1,172	2,213	388	1,825	3,646	953	2,693	35
(a)	(a)	3,177	104	3,073	5,835	623	5,212	36
-	238	24	-	24	1,183	(a)	(a)	37
(a)	(a)	1,656	255	1,401	2,355	558	1,797	38
115	253	614	307	307	1,085	466	618	39
729	21,048	12,660	923	11,737	12,450	1,660	10,791	40



## Percentage Changes in Retail Trade — By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

August 1955 Over August 1954

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES .....	+ 11.9	+ 11.7	+ 10.2	+ 12.6	+ 9.0	+ 9.1	+ 13.3	+ 16.2
Grocery & Combination .....	+ 7.5	+ 5.3	+ 9.9	+ 7.9	+ 6.6	+ 0.7	+ 3.5	+ 7.2
Other Food & Beverage .....	+ 4.1	+ 7.3	+ 1.0	+ 6.9	- 1.2	- 6.1	- 0.7	+ 7.3
General .....	+ 5.1	+ 5.3	+ 5.5	(c)	+ 3.2	+ 11.9	+ 8.7	+ 5.0
Department .....	+ 10.2	+ 14.1	+ 9.9	+ 13.4	+ 6.2	+ 0.7	+ 11.9	+ 7.3
Variety .....	+ 7.4	+ 7.4	+ 6.7	+ 7.1	+ 7.9	+ 8.0	+ 14.6	+ 6.5
Motor Vehicle .....	+ 32.6	+ 24.6	+ 24.7	+ 39.1	+ 20.5	+ 14.4	+ 33.7	+ 52.0
Garage & Filling Station .....	+ 4.9	+ 13.9	+ 5.2	+ 3.4	- 0.4	+ 7.1	+ 2.7	+ 5.2
Men's Clothing .....	+ 5.4	+ 13.5	+ 13.5	+ 2.7	+ 11.8	- 3.5	+ 3.9	- 5.8
Family Clothing .....	+ 2.3	+ 0.4	+ 1.2	+ 2.7	+ 1.5	- 5.0	+ 6.8	+ 11.8
Women's Clothing .....	+ 1.6	+ 7.9	+ 9.2	- 1.5	- 3.3	+ 2.9	+ 1.5	- 4.6
Shoe .....	+ 3.4	+ 4.1	+ 5.9	+ 3.9	- 9.8	- 6.3	+ 9.3	- 0.6
Hardware .....	+ 8.4	+ 9.9	+ 9.6	+ 5.1	+ 6.3	+ 3.8	+ 14.8	+ 16.2
Lumber & Building Material .....	+ 12.0	+ 10.1	+ 17.1	+ 16.7	+ 18.8	- 9.9	+ 6.6	+ 26.6
Furniture, Appliance & Radio .....	+ 11.4	+ 33.3	+ 13.8	+ 7.1	- 1.1	- 2.3	+ 32.8	+ 10.0
Restaurant .....	+ 1.5	+ 10.4	+ 4.2	+ 2.5	- 0.9	- 3.0	- 6.5	- 2.6
Fuel .....	- 13.2	- 2.8	- 19.3	- 13.4	- 24.9	- 31.8	- 4.0	+ 12.8
Drug .....	+ 4.9	+ 5.2	+ 5.7	+ 5.3	+ 1.6	+ 0.6	+ 6.8	+ 4.0
Jewellery .....	+ 9.5	+ 9.3	+ 5.9	+ 10.4	+ 10.4	+ 12.9	+ 13.3	+ 8.4
Miscellaneous .....	+ 14.2	+ 12.9	+ 6.4	+ 13.3	+ 13.9	+ 26.6	+ 19.8	+ 13.9

(c) Unchanged



Estimated Retail Trade — By Provinces and Kinds of Business

January to August 1955

(in thousands of dollars)

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
TOTAL, ALL TRADES .....	8,145,175	705,713	1,858,408	3,163,718	437,214	483,018	620,432	876,717
Grocery & Combination .....	1,550,026	146,621	436,049	601,965	71,664	64,328	89,610	139,792
Other Food & Beverage .....	601,210	55,114	150,326	246,544	19,025	20,384	36,480	73,339
General .....	340,781	77,402	57,137	66,487	29,185	42,520	34,744	33,308
Department .....	643,235	51,057	116,973	211,406	59,103	32,638	63,792	108,269
Variety .....	137,542	13,316	39,702	61,166	3,345	4,988	7,500	7,530
Motor Vehicle .....	1,689,877	132,481	352,523	660,848	88,020	107,523	139,982	208,507
Garage & Filling Station .....	381,017	31,219	70,113	163,876	15,839	26,092	38,283	35,597
Men's Clothing .....	120,522	6,913	32,272	53,274	4,575	4,081	8,929	10,477
Family Clothing .....	121,212	17,012	42,030	38,554	4,402	5,676	6,620	6,921
Women's Clothing .....	131,273	6,657	36,949	53,720	4,032	4,206	10,749	14,961
Shoe .....	71,577	5,212	19,983	32,383	2,004	1,731	3,445	6,820
Hardware .....	148,693	10,848	31,596	55,245	8,223	14,113	15,821	12,849
Lumber & Building Material .....	271,813	10,300	47,892	99,606	27,490	26,186	31,961	28,379
Furniture, Appliance & Radio .....	307,143	22,908	74,796	138,623	11,393	12,251	19,711	27,563
Restaurant .....	298,966	17,710	70,307	119,963	16,932	17,669	20,728	35,663
Fuel .....	147,607	9,113	39,446	72,205	3,784	3,472	317	19,273
Drug .....	182,451	12,600	35,520	81,230	10,422	10,844	13,217	18,621
Jewellery .....	64,725	4,097	12,090	30,123	3,708	3,408	4,011	7,285
Miscellaneous .....	935,505	75,133	192,704	376,500	54,168	80,908	74,532	81,563

(Without Adjustment for Price Changes)

January to August 1955 Over January to August 1954

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES .....	+ 5.4	+ 6.3	+ 4.4	+ 7.0	+ 2.7	- 4.6	+ 4.5	+ 9.8
Grocery & Combination .....	+ 5.5	+ 4.4	+ 7.3	+ 5.0	+ 5.1	+ 3.4	+ 2.8	+ 6.5
Other Food & Beverage .....	- 0.2	+ 1.4	- 2.9	+ 1.8	- 0.5	- 3.7	- 2.2	- 0.4
General .....	+ 2.1	+ 8.1	+ 2.2	+ 0.9	+ 2.1	- 3.2	- 2.5	+ 3.5
Department .....	+ 6.5	+ 7.9	+ 7.7	+ 7.3	+ 5.4	- 1.0	+ 6.0	+ 6.5
Variety .....	+ 4.7	+ 3.7	+ 2.3	+ 5.8	+ 6.1	+ 6.6	+ 8.6	+ 4.6
Motor Vehicle .....	+ 13.0	+ 10.7	+ 8.1	+ 19.2	+ 2.0	- 12.7	+ 12.3	+ 29.1
Garage & Filling Station .....	+ 2.9	+ 3.2	+ 5.3	+ 1.9	- 4.5	- 1.9	+ 2.7	+ 10.7
Men's Clothing .....	+ 1.5	+ 0.3	+ 0.1	+ 3.6	+ 1.0	- 7.3	+ 3.5	- 1.7
Family Clothing .....	+ 0.7	- 3.2	+ 0.6	+ 3.6	+ 2.1	- 11.4	(c)	+ 6.5
Women's Clothing .....	- 0.8	+ 6.2	- 0.6	- 1.4	+ 3.7	- 7.4	- 2.1	- 0.3
Shoe .....	- 1.3	- 1.7	- 5.0	+ 1.6	- 7.6	- 8.0	+ 3.8	- 2.3
Hardware .....	+ 0.9	+ 1.8	+ 3.8	(c)	- 1.1	- 6.1	+ 4.1	+ 2.5
Lumber & Building Material .....	+ 7.5	+ 7.8	+ 16.0	+ 12.0	+ 3.1	- 13.4	- 0.5	+ 18.3
Furniture, Appliance & Radio .....	+ 4.3	+ 20.8	- 2.7	+ 3.7	+ 1.4	+ 12.5	+ 23.8	+ 1.3
Restaurant .....	- 1.0	+ 1.7	+ 1.9	- 0.4	- 2.4	- 5.5	- 8.0	- 2.5
Fuel .....	+ 0.8	- 4.4	- 0.9	+ 1.2	- 8.7	- 8.8	- 11.5	+ 10.5
Drug .....	+ 1.3	+ 2.0	+ 1.8	+ 1.2	+ 0.5	- 1.2	(c)	+ 3.7
Jewellery .....	+ 2.4	+ 3.1	- 6.7	+ 6.1	+ 2.0	+ 2.3	+ 3.4	+ 3.6
Miscellaneous .....	+ 5.4	+ 8.7	+ 3.6	+ 7.3	+ 6.2	- 0.5	+ 3.7	+ 5.6

(c) Unchanged

(Without Adjustment for Price Changes)

August 1955 Over July 1955

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES .....	- 0.6	- 0.5	- 2.8	- 4.1	- 4.5	+ 19.1	+ 5.6	+ 2.9
Grocery & Combination .....	- 7.2	- 8.4	- 9.8	- 3.5	- 9.9	- 8.0	- 5.4	- 12.9
Other Food & Beverage .....	- 9.5	- 9.5	- 6.9	- 11.9	- 15.6	- 1.2	- 7.5	- 7.8
General .....	- 4.2	- 16.4	+ 8.5	- 9.0	- 7.7	+ 9.0	+ 3.3	+ 1.1
Department .....	+ 14.9	+ 28.0	+ 25.6	+ 19.1	- 10.1	+ 9.5	+ 9.2	+ 12.8
Variety .....	- 7.0	- 5.1	- 3.9	- 10.3	- 7.4	- 1.4	- 9.4	- 0.6
Motor Vehicle .....	- 7.7	- 6.1	- 13.7	- 11.9	- 23.2	+ 1.0	+ 9.2	+ 9.5
Garage & Filling Station .....	- 2.2	- 9.8	- 9.3	- 2.3	+ 19.3	+ 33.6	- 7.3	- 13.6
Men's Clothing .....	- 10.8	- 4.8	- 4.7	- 16.6	- 1.9	+ 10.1	- 0.9	- 21.1
Family Clothing .....	- 16.3	- 1.8	- 25.2	- 16.6	- 26.6	- 33.1	+ 2.1	+ 11.7
Women's Clothing .....	- 12.7	- 6.5	- 12.5	- 11.3	- 24.3	- 0.2	- 8.8	- 22.5
Shoe .....	- 8.4	- 16.3	- 8.4	- 8.1	- 12.5	- 21.7	- 5.1	- 0.4
Hardware .....	- 3.1	- 1.5	- 6.9	- 10.2	- 15.6	+ 12.9	+ 12.5	+ 10.0
Lumber & Building Material .....	+ 15.0	+ 24.9	+ 7.8	+ 9.1	+ 22.0	+ 27.6	+ 16.7	+ 23.2
Furniture, Appliance & Radio .....	+ 2.8	- 5.0	+ 31.5	- 5.2	+ 5.2	- 24.6	+ 4.9	- 8.6
Restaurant .....	+ 7.0	+ 6.7	+ 22.6	- 3.7	- 3.8	+ 14.0	- 1.1	+ 29.6
Hotel .....	+ 22.1	+ 0.7	+ 14.9	+ 41.5	+ 101.4	- 39.6	+ 140.0	- 14.5
Drug .....	+ 4.0	+ 5.4	- 4.3	+ 9.3	+ 6.1	- 0.4	- 0.5	+ 2.1
Jewellery .....	+ 9.9	+ 22.9	+ 4.6	+ 10.6	+ 20.1	+ 8.6	+ 12.2	+ 2.7
Miscellaneous .....	+ 17.6	+ 41.7	+ 9.0	- 1.2	+ 25.9	+ 93.5	+ 29.7	+ 19.4

**Department Store Sales and Stocks**  
August 1954 and August 1955

These figures are estimates of total department store sales and stocks.  
Stocks are at selling value.

Department	SALES			STOCKS		
	August	August	Change	July 31	July 31	Change
	1954	1955	1955/54	1954	1955	1955/54
	\$'000	\$'000	%	\$'000	\$'000	%
<b>TOTAL, ALL DEPARTMENTS.....</b>	73,695	81,201	+ 10.2	249,891	251,389	+ 0.6
1. Women's and Misses' Dresses.....	2,058	2,254	+ 9.5	3,671	3,874	+ 5.5
2. Women's and Misses' Coats and Suits	1,565	1,401	- 10.5	3,689	4,086	+ 10.8
3. Women's and Misses' Sportswear.....	2,148	2,388	+ 11.2	6,868	6,366	- 7.3
4. Furs .....	1,360	1,397	+ 2.7	5,564	6,315	+ 13.5
5. Girls' and Infants' Wear .....	3,571	3,759	+ 5.3	11,798	11,881	+ 0.7
6. Lingerie and Corsets .....	2,481	2,761	+ 11.3	8,689	8,872	+ 2.1
7. Aprons, Housedresses and Uniforms....	322	379	+ 17.7	1,022	983	- 3.8
8. Millinery .....	639	576	- 9.9	924	880	- 4.8
9. Hosiery and Apparel Accessories .....	2,198	2,174	- 1.1	8,183	8,402	+ 2.7
10. Women's, Misses' and Children's Shoes	2,753	2,928	+ 6.4	13,469	13,251	- 1.6
<b>Ladies' Apparel and Accessories.</b>						
<b>Total 1 - 10 .....</b>	19,095	20,017	+ 4.8	63,877	64,910	+ 1.6
11. Men's Clothing .....	1,537	1,570	+ 2.1	8,770	8,592	- 2.0
12. Men's Furnishings .....	2,338	2,571	+ 10.0	12,290	12,296	(c)
13. Boys' Clothing and Furnishings .....	1,794	1,894	+ 5.6	7,023	7,428	+ 5.8
14. Men's and Boys' Shoes .....	1,096	1,132	+ 3.3	4,909	4,798	- 2.3
15. Food and Kindred Products.....	4,817	4,984	+ 3.5	4,232	4,638	+ 9.6
16. Toiletries, Cosmetics and Drugs .....	1,677	1,891	+ 12.8	5,594	5,693	+ 1.8
17. Photographic Equipment and Supplies..	294	370	+ 25.9	949	1,007	+ 6.1
18. Piece Goods .....	1,525	1,651	+ 8.3	8,474	8,329	- 1.7
19. Linens and Domestic Goods .....	2,648	2,817	+ 6.4	9,100	8,294	- 8.9
20. Smallwares .....	1,349	1,381	+ 2.4	5,898	5,910	+ 0.2
21. China and Glassware .....	1,171	1,217	+ 3.9	8,390	8,343	- 0.6
22. Home Furnishings .....	4,988	5,417	+ 8.6	24,100	23,543	- 2.3
23. Furniture .....	6,335	6,992	+ 10.4	15,564	14,723	- 5.4
24. Major Appliances .....	4,196	5,706	+ 36.0	12,171	12,353	+ 1.5
25. Radio and Music .....	2,481	2,977	+ 20.0	6,020	6,284	+ 4.4
26. Hardware and Housewares .....	5,306	6,069	+ 14.4	17,473	18,439	+ 5.5
27. Jewellery .....	1,283	1,750	+ 36.4	7,541	7,378	- 2.2
28. Sporting Goods and Luggage .....	2,478	2,717	+ 9.6	12,061	12,464	+ 3.3
29. Stationery, Books and Magazines.....	1,368	1,492	+ 9.1	4,617	4,596	- 0.5
30. All Other Departments .....	5,919	6,586	+ 11.3	10,838	11,371	+ 4.9

(c) Unchanged





CANADA



# RETAIL TRADE

SEPTEMBER, 1955

*Published by Authority of*

The Right Honourable C. D. Howe, Minister of Trade and Commerce

**DOMINION BUREAU OF STATISTICS**

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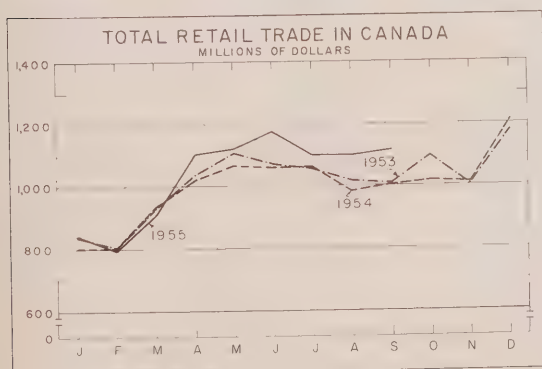


Retail sales in Canada during September 1955 had an estimated dollar value of \$1,113,388,000. This was 11.0% higher than sales in September 1954 when they were estimated to be \$1,003,314,000. Retail sales for the first nine months of 1955 were valued at \$9,258,563,000, slightly more than 6% greater than the \$8,728,388,000 recorded in the same nine-month period last year. These and other estimates contained in this bulletin are not adjusted for price changes, seasonal variations or number of shopping days.

#### Total Retail Trade in Canada

<u>Period</u>	<u>1954</u> \$'000	<u>1955</u> \$'000	<u>% Change</u> <u>1955/1954</u>
First Half .....	5,684,687	5,938,539	+ 4.5
July .....	1,057,772	1,106,630	+ 4.6
August .....	982,615	1,100,006	+ 11.9
September .....	1,003,314	1,113,388	+ 11.0
Total .....	8,728,388	9,258,563	+ 6.1

All regions of the country had substantially increased sales in September as compared with the same month a year ago. The western provinces had increases above the Canada average of 11.0%, while the eastern provinces fell slightly below this average. British Columbia showed the largest increase, 16.5%, with Alberta ranking second having an increase of 14.3%. Quebec had the smallest increase (8.3%) as compared with a year earlier.



The fuel dealer classification was the only kind-of-business category of the eighteen specified groups which showed lower sales this September (2.1%) compared with last year. The motor vehicle group, which showed only small

increases or decreases in the first three months, registered the largest percentage gain of all the specified trades since April. This trade, accounting for about 18% of the total dollar value of sales, contributed largely to the overall increase of 11.0% for Canada. Other substantial increases occurred in the lumber and building materials (17.9%), department stores (14.8%), variety (14.2%), and furniture, appliance and radio (10.9%).

Department store sales for the month of September were 14.8% greater than September 1954 having an estimated dollar value of \$101,980,000. Stocks held at selling value by department stores on August 31, 1955, were valued at \$178,351,000, 4.9% greater than on the same date a year earlier.

Percentage Changes in Selected Retail Trade

January to September 1955 over January to September 1954

Chains and Independents

	<u>Canada</u>		
	<u>All Stores</u>	<u>Chains</u>	<u>Independents</u>
Grocery and Combination .....	+ 5.9	+ 10.1	+ 3.3
Family Clothing .....	+ 1.7	+ 0.8	+ 1.9
Women's Clothing .....	(c)	+ 6.4	- 1.9
Shoe .....	(c)	+ 2.1	- 1.1
Lumber and Building Material ...	+ 8.9	+ 0.5	+ 11.1
Furniture, Appliance and Radio....	+ 5.0	+ 2.8	+ 5.6
Restaurant .....	- 0.5	- 3.9	- 0.2
Drug .....	+ 1.7	- 0.4	+ 2.0
Jewellery .....	+ 2.8	+ 4.4	+ 2.1

(c) Unchanged.

# MONTHLY SALES

## FOOD TRADES

MILLION  
DOLLARS  
240

### GROCERY AND COMBINATION STORES



# Estimated Retail Trade — Chain and Independent — By Provinces and Kinds of Business

## September, 1955

(in thousands of dollars)

	KIND OF BUSINESS OR STORE	All Stores	Chain	Independent	All Stores
		Canada			Atlantic
1	TOTAL, ALL TRADES .....	1,113,388	196,733	916,655	91,915
2	Grocery & Combination .....	202,379	79,482	122,897	19,607
3	Other Food & Beverage .....	82,502	42,493	40,009	7,411
4	General .....	46,581	2,754	43,827	9,533
5	Department .....	101,980	-	101,980	7,656
6	Variety .....	20,509	17,225	3,284	2,096
7	Motor Vehicle .....	194,207	1,417	192,790	12,962
8	Garage & Filling Station .....	52,854	422	52,433	4,830
9	Men's Clothing .....	15,960	1,618	14,342	908
10	Family Clothing .....	17,243	3,092	14,151	2,513
11	Women's Clothing .....	17,466	4,270	13,196	801
12	Shoe .....	11,150	3,960	7,190	864
13	Hardware .....	23,090	1,299	21,791	1,902
14	Lumber & Building Material .....	46,403	10,042	36,361	1,734
15	Furniture, Appliance & Radio .....	43,498	9,403	34,095	2,825
16	Restaurant .....	41,351	2,758	38,594	1,924
17	Fuel .....	21,447	313	21,134	1,396
18	Drug .....	23,842	2,740	21,102	1,630
19	Jewellery .....	9,539	3,107	6,432	684
20	Miscellaneous .....	141,387	10,338	131,047	10,639
		Manitoba			Saskatchewan
21	TOTAL, ALL TRADES .....	62,920	8,115	54,805	72,685
22	Grocery & Combination .....	9,789	3,264	6,525	9,032
23	Other Food & Beverage .....	2,934	1,683	1,251	3,259
24	General .....	3,953	(a)	(a)	6,745
25	Department .....	9,327	-	9,327	4,917
26	Variety .....	464	443	22	704
27	Motor Vehicle .....	10,437	-	10,437	14,226
28	Garage & Filling Station .....	2,684	(a)	(a)	5,825
29	Men's Clothing .....	667	44	623	633
30	Family Clothing .....	670	(a)	(a)	617
31	Women's Clothing .....	573	184	389	517
32	Shoe .....	285	52	233	280
33	Hardware .....	1,438	(a)	(a)	2,303
34	Lumber & Building Material .....	5,547	987	4,560	5,549
35	Furniture, Appliance & Radio .....	2,053	147	1,906	1,640
36	Restaurant .....	2,347	175	2,172	2,217
37	Fuel .....	613	-	613	602
38	Drug .....	1,308	(a)	(a)	1,592
39	Jewellery .....	491	(a)	(a)	604
40	Miscellaneous .....	7,340	570	6,770	11,423

(a) Indicates figures withheld to avoid disclosing individual operations, but are included in the totals. Any slight differences between the totals and their components are due to the rounding of the figures.



September, 1955

(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent	No.
Provinces			Quebec			Ontario		
14,035	77,880	254,056	40,368	213,688	420,453	90,383	330,070	1
3,239	16,367	55,316	17,316	37,999	79,636	42,529	37,107	2
(a)	(a)	19,487	6,604	12,882	33,327	18,268	15,059	3
713	8,821	8,185	527	7,659	8,669	377	8,292	4
-	7,656	19,349	-	19,349	33,290	-	33,290	5
1,845	252	5,977	4,690	1,287	9,079	8,020	1,059	6
(a)	(a)	41,436	-	41,436	69,132	(a)	(a)	7
(a)	(a)	9,104	(a)	(a)	21,209	(a)	(a)	8
(a)	(a)	3,948	230	3,718	6,961	1,113	5,847	9
143	2,371	5,439	1,399	4,040	6,149	1,250	4,899	10
153	648	4,525	1,205	3,319	7,554	1,778	5,777	11
(a)	(a)	3,201	1,067	2,134	4,974	2,272	2,702	12
(a)	(a)	5,399	(a)	(a)	7,624	324	7,301	13
-	1,734	7,659	(a)	(a)	16,125	2,419	13,705	14
451	2,374	10,522	3,528	6,995	19,604	3,495	16,109	15
59	1,865	10,144	782	9,362	16,814	1,115	15,699	16
-	1,396	5,595	-	5,595	11,324	(a)	(a)	17
141	1,489	4,121	232	3,888	11,044	1,389	9,655	18
175	509	2,013	600	1,413	4,140	1,365	2,775	19
1,356	9,282	32,636	1,233	31,403	53,798	3,877	49,921	20
Saskatchewan			Alberta			British Columbia		
8,988	63,697	91,412	14,464	76,948	119,954	20,381	99,573	21
2,227	6,805	12,251	4,374	7,877	16,748	6,531	10,217	22
1,988	1,271	5,338	3,248	2,090	10,746	6,447	4,299	23
(a)	(a)	5,073	(a)	(a)	4,422	578	3,844	24
-	4,917	10,666	-	10,666	16,775	-	16,775	25
581	123	1,108	866	242	1,081	781	300	26
-	14,226	18,712	-	18,712	27,302	-	27,302	27
(a)	(a)	3,948	-	3,948	5,255	(a)	(a)	28
(a)	(a)	1,215	(a)	(a)	1,629	(a)	(a)	29
(a)	(a)	968	(a)	(a)	887	(a)	(a)	30
164	353	1,542	237	1,305	1,955	549	1,406	31
69	211	428	148	280	1,118	183	935	32
(a)	(a)	2,331	(a)	(a)	2,093	(a)	(a)	33
2,588	2,961	5,781	3,195	2,586	4,010	496	3,514	34
136	1,504	2,582	392	2,190	4,273	1,255	3,018	35
(a)	(a)	3,101	89	3,012	4,803	506	4,297	36
-	602	34	-	34	1,883	(a)	(a)	37
(a)	(a)	1,753	254	1,499	2,395	568	1,828	38
118	486	530	255	275	1,077	440	637	39
637	10,786	14,051	939	13,112	11,502	1,728	9,774	40

(Without Adjustment for Price Changes)

September 1955 Over September 1954

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES .....	+11.0	+ 9.3	+ 8.3	+10.3	+12.9	+12.1	+14.3	+16.5
Grocery & Combination .....	+ 8.9	+ 9.4	+ 9.1	+10.1	+12.6	+ 6.6	+ 2.4	+ 6.3
Other Food & Beverage .....	+ 5.8	+ 3.0	- 2.2	+ 8.3	+ 2.9	+ 6.0	+ 8.7	+16.0
General .....	+ 6.1	+ 5.2	+ 0.9	+ 4.2	+ 9.8	+15.6	+ 8.7	+ 3.1
Department .....	+14.8	+18.2	+ 8.6	+12.1	+15.4	+17.6	+27.0	+18.0
Variety .....	+14.2	+13.5	+11.7	+13.9	+17.8	+24.2	+29.9	+11.6
Motor Vehicle .....	+21.4	+ 9.7	+19.4	+16.0	+27.5	+18.7	+31.9	+39.9
Garage & Filling Station .....	+ 8.6	+ 3.6	+ 3.7	+ 5.6	+24.0	+25.7	+ 2.6	+17.1
Men's Clothing .....	+ 7.7	+ 3.5	+ 9.1	+ 5.0	+14.8	+16.1	+21.1	+ 4.4
Family Clothing .....	+ 5.2	+ 6.4	+ 8.0	+10.4	+ 7.7	+26.2	+13.1	+ 3.4
Women's Clothing .....	+ 6.7	+ 5.5	+ 8.6	+ 4.6	+11.5	+ 5.7	+13.4	+ 4.7
Shoe .....	+10.0	+10.8	+ 7.6	+11.5	+ 2.2	+20.2	+19.9	+ 6.2
Hardware .....	+ 7.5	+ 5.0	+11.1	+10.1	+13.4	- 5.3	+ 0.8	+11.6
Lumber & Building Material .....	+17.9	+ 1.8	+20.6	+21.6	+19.5	+ 5.7	+11.9	+35.2
Furniture, Appliance & Radio .....	+10.9	+28.6	+ 8.2	+ 8.6	+18.4	+31.5	+29.6	+ 0.3
Restaurant .....	+ 3.8	+ 5.5	+ 0.9	+ 8.7	+ 1.1	- 0.7	- 3.1	+ 1.2
Fuel .....	- 2.1	+ 2.9	-10.7	- 0.4	-11.3	+15.1	-10.5	+15.1
Drug .....	+ 4.4	+ 6.3	+ 6.2	+ 2.4	+ 3.2	+ 7.3	+ 4.8	+ 8.5
Jewellery .....	+ 5.7	+ 0.7	+ 9.2	+ 5.9	- 0.6	+12.9	+ 3.3	+ 2.8
Miscellaneous .....	+ 8.3	+15.1	+ 7.1	+10.5	(c)	+ 7.7	+10.8	+10.8

(c) Unchanged

# Estimated Retail Trade -- By Provinces and Kinds of Business

January to September, 1955

(in thousands of dollars)

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
TOTAL, ALL TRADES .....	9,258,563	797,628	2,112,464	3,584,171	500,134	555,703	711,844	996,671
Grocery & Combination .....	1,752,405	166,228	491,365	681,601	81,453	73,360	101,861	156,510
Other Food & Beverage .....	683,712	62,525	169,813	279,871	21,959	23,643	41,818	84,085
General .....	387,362	86,935	65,322	75,156	33,138	49,265	39,817	37,730
Department .....	745,215	58,713	136,322	244,696	68,430	37,555	74,458	125,044
Variety .....	158,051	15,412	45,679	70,245	3,809	5,692	8,608	8,611
Motor Vehicle .....	1,884,084	145,443	393,959	729,980	98,457	121,749	158,694	235,809
Garage & Filling Station .....	433,871	36,049	79,217	185,085	18,523	31,917	42,231	40,852
Men's Clothing .....	136,482	7,821	36,220	60,235	5,242	4,714	10,144	12,106
Family Clothing .....	138,455	19,525	47,469	44,703	5,072	6,293	7,588	7,808
Women's Clothing .....	148,739	7,458	41,474	61,274	4,605	4,723	12,291	16,916
Shoe .....	82,727	6,076	23,184	37,357	2,289	2,011	3,873	7,938
Hardware .....	171,783	12,756	36,995	62,869	9,661	16,416	18,152	14,942
Lumber & Building Material .....	318,216	12,034	55,531	115,731	33,037	31,735	37,742	32,389
Furniture, Appliance & Radio .....	350,641	25,733	85,318	158,227	13,346	13,891	22,293	31,836
Restaurant .....	340,317	19,634	80,451	136,777	19,279	19,836	23,829	40,466
Fuel .....	169,054	10,509	45,041	83,529	4,597	4,074	351	21,156
Drug .....	206,293	14,230	39,641	92,274	11,730	12,436	14,970	21,016
Jewellery .....	74,264	4,781	14,103	34,283	4,199	4,012	4,541	8,362
Miscellaneous .....	1,076,892	85,772	225,340	430,298	61,508	92,331	88,583	93,065

# Percentage Changes in Retail Trade — By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

January to September 1955 Over January to September 1954

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES .....	+ 6.1	+ 6.6	+ 4.8	+ 7.4	+ 3.9	- 2.7	+ 5.7	+10.5
Grocery & Combination .....	+ 5.9	+ 5.0	+ 7.5	+ 5.5	+ 5.9	+ 3.8	+ 2.7	+ 6.5
Other Food & Beverage .....	+ 0.5	+ 1.6	- 2.8	+ 2.5	- 0.1	- 2.4	- 0.9	+ 1.4
General .....	+ 2.6	+ 7.7	+ 2.0	+ 1.3	+ 2.9	- 1.0	- 1.2	+ 3.5
Department .....	+ 7.6	+ 9.2	+ 7.9	+ 7.9	+ 6.6	+ 1.1	+ 8.6	+ 7.9
Variety .....	+ 5.8	+ 4.9	+ 3.4	+ 6.8	+ 7.4	+ 8.5	+10.9	+ 5.4
Motor Vehicle .....	+13.8	+10.6	+ 9.2	+18.9	+ 4.2	- 9.9	+14.3	+30.3
Garage & Filling Station .....	+ 3.5	+ 3.3	+ 5.1	+ 2.3	- 1.2	+ 2.2	+ 2.7	+11.4
Men's Clothing .....	+ 2.2	+ 0.7	+ 1.0	+ 3.8	+ 2.6	- 4.7	+ 5.3	- 1.0
Family Clothing .....	+ 1.7	- 2.0	+ 1.4	+ 4.4	+ 2.8	- 8.7	+ 1.5	+ 6.1
Women's Clothing .....	(c)	+ 6.1	+ 0.4	- 0.7	+ 4.6	- 6.2	- 0.4	+ 0.2
Shoe .....	(c)	- 0.1	- 3.4	+ 2.8	- 6.5	- 4.9	+ 5.4	- 1.2
Hardware .....	+ 1.7	+ 2.3	+ 4.8	+ 1.1	+ 0.9	- 6.0	+ 3.7	+ 3.6
Lumber & Building Material .....	+ 8.9	+ 6.9	+16.6	+13.2	+ 5.5	-10.6	+ 1.2	+20.2
Furniture, Appliance & Radio .....	+ 5.0	+21.6	- 1.5	+ 4.3	+ 3.7	+14.4	+24.4	+ 1.2
Restaurant .....	- 0.5	+ 2.0	+ 1.8	+ 0.6	- 2.0	- 5.0	- 7.4	- 2.5
Fuel .....	+ 0.4	- 3.4	- 2.2	+ 1.0	- 9.1	- 5.9	-11.4	+10.5
Drug .....	+ 1.7	+ 2.5	+ 2.3	+ 1.3	+ 0.8	- 0.2	+ 0.6	+ 4.0
Jewellery .....	+ 2.8	+ 2.7	- 4.7	+ 6.1	+ 1.7	+ 3.8	+ 3.4	+ 3.0
Miscellaneous .....	+ 5.9	+ 9.4	+ 4.1	+ 7.7	+ 5.5	+ 0.5	+ 4.7	+ 6.0

(c) Unchanged



(Without Adjustment for Price Changes)

September 1955 Over August 1955

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES .....	+ 1.2	- 3.7	+ 4.6	+ 2.5	+ 4.4	-12.5	+ 3.9	- 0.3
Grocery & Combination .....	+ 4.0	+ 9.4	+ 1.5	+ 4.3	+ 9.5	+ 9.3	+ 4.8	- 1.1
Other Food & Beverage .....	+10.8	+ 4.9	+ 4.8	+11.9	+19.0	+19.3	+18.7	+14.9
General .....	- 4.4	- 0.4	- 4.9	-14.2	- 3.3	+ 2.5	+ 8.4	-12.9
Department .....	+25.6	+12.4	+33.9	+30.7	+35.2	+21.6	+27.3	+10.8
Variety .....	+15.6	+14.0	+17.9	+18.8	+12.6	+ 2.8	+ 6.0	+ 2.2
Motor Vehicle .....	-13.4	-26.4	-11.7	-16.2	- 5.0	-14.8	- 5.0	- 8.8
Garage & Filling Station .....	- 6.3	- 4.4	- 1.3	- 8.4	+ 0.9	- 4.2	-24.2	+ 4.4
Men's Clothing .....	+21.2	+16.1	+15.9	+30.2	-25.1	+44.9	+14.6	+30.5
Family Clothing .....	+24.4	+10.9	+30.2	+45.0	+41.6	-15.4	+ 4.6	-15.8
Women's Clothing .....	+18.6	- 2.4	+18.8	+27.4	+31.1	+ 5.3	+ 0.1	+15.4
Shoe .....	+31.2	+46.7	+47.4	+26.1	+23.9	+34.0	+ 4.4	+18.4
Hardware .....	+ 8.7	+14.1	+17.9	+ 7.9	+19.9	+ 1.0	- 5.9	+ 6.1
Lumber & Building Material .....	- 4.4	-11.8	- 6.6	- 3.6	+ 5.4	- 8.9	- 3.6	- 6.1
Furniture, Appliance & Radio .....	+ 9.2	- 4.3	- 8.5	+17.3	+39.9	+24.1	+16.7	+17.2
Restaurant .....	- 8.1	-34.1	- 1.8	- 6.3	+ 9.1	-16.2	- 2.4	-17.7
Fuel .....	+72.7	+97.5	+89.1	+61.5	+107.1	+152.9	+41.7	+59.2
Rug .....	+ 1.1	- 1.2	- 7.4	+ 2.9	- 4.1	+16.1	+ 5.9	+ 1.7
Jewellery .....	- 1.3	+ 3.6	+11.0	- 6.4	-29.7	+64.1	-13.7	- 0.7
Miscellaneous .....	- 7.0	-15.8	+16.0	- 2.2	-21.2	-47.5	+11.0	- 7.6



## Department Store Sales and Stocks

September 1954 and September 1955

These figures are estimates of total department store sales and stocks.

Stocks are at selling value.

Department	SALES			STOCKS		
	Sept. 1954	Sept. 1955	Change 1955/54	Aug. 31 1954	Aug. 31 1955	Change 1955/54
	\$'000	\$'000	%	\$'000	\$'000	%
<b>TOTAL, ALL DEPARTMENTS .....</b>	88,869	101,980	+ 14.8	265,282	278,351	+ 4.9
1. Women's and Misses' Dresses .....	2,623	2,888	+ 10.1	4,367	4,955	+ 13.5
2. Women's and Misses' Coats and Suits .....	3,156	3,313	+ 5.0	5,469	6,329	+ 15.7
3. Women's and Misses' Sportswear .....	2,845	3,412	+ 19.9	7,404	7,458	+ 0.7
4. Furs .....	1,478	1,499	+ 1.4	6,850	7,868	+ 14.9
5. Girls' and Infants' Wear .....	5,758	6,400	+ 11.1	13,573	14,167	+ 4.4
6. Lingerie and Corsets .....	2,912	3,255	+ 11.8	9,228	9,673	+ 4.8
7. Aprons, Housedresses and Uniforms ....	351	386	+ 10.0	981	977	- 0.4
8. Millinery .....	1,395	1,418	+ 1.6	1,304	1,255	- 3.8
9. Hosiery and Apparel Accessories .....	3,407	3,663	+ 7.5	9,402	9,835	+ 4.6
10. Women's, Misses' and Children's Shoes .....	4,116	4,394	+ 6.8	14,696	14,982	+ 1.9
<b>Ladies' Apparel and Accessories.</b>						
Total 1 - 10 .....	28,041	30,628	+ 9.2	73,274	77,499	+ 5.8
11. Men's Clothing .....	2,852	3,134	+ 9.9	9,688	9,804	+ 1.2
12. Men's Furnishings .....	3,533	4,060	+ 14.9	13,893	14,454	+ 4.0
13. Boys' Clothing and Furnishings .....	2,743	3,033	+ 10.6	7,927	8,774	+ 10.7
14. Men's and Boys' Shoes .....	1,377	1,562	+ 13.4	5,455	5,551	+ 1.8
15. Food and Kindred Products .....	4,896	5,651	+ 15.4	4,217	5,196	+ 23.2
16. Toiletries, Cosmetics and Drugs .....	1,828	2,102	+ 15.0	5,638	6,083	+ 7.9
17. Photographic Equipment and Supplies ..	261	319	+ 22.2	968	1,064	+ 9.9
18. Piece Goods .....	1,930	2,348	+ 21.7	9,233	9,340	+ 1.2
19. Linens and Domestic Goods .....	2,994	3,211	+ 7.2	9,139	8,916	- 2.4
20. Smallwares .....	1,694	1,778	+ 5.0	5,988	6,417	+ 7.2
21. China and Glassware .....	1,108	1,215	+ 9.7	8,473	8,822	+ 4.1
22. Home Furnishings .....	5,139	6,070	+ 18.1	24,907	24,835	- 0.3
23. Furniture .....	5,410	6,459	+ 19.4	13,893	14,083	+ 1.4
24. Major Appliances .....	4,269	6,152	+ 44.1	11,714	12,548	+ 7.1
25. Radio and Music .....	3,013	3,959	+ 31.4	5,567	6,311	+ 13.4
26. Hardware and Housewares .....	5,292	6,182	+ 16.8	17,106	18,645	+ 9.0
27. Jewellery .....	1,444	1,541	+ 6.7	7,757	7,882	+ 1.6
28. Sporting Goods and Luggage .....	2,410	2,823	+ 17.1	13,898	14,275	+ 2.7
29. Stationery, Books and Magazines .....	1,738	1,976	+ 13.7	4,892	5,053	+ 3.3
30. All Other Departments .....	6,897	7,777	+ 12.8	11,655	12,799	+ 9.8



CANADA

RETAIL TRADE  
OCTOBER, 1955

*Published by Authority of*  
The Right Honourable C. D. Howe, Minister of Trade and Commerce

**DOMINION BUREAU OF STATISTICS**  
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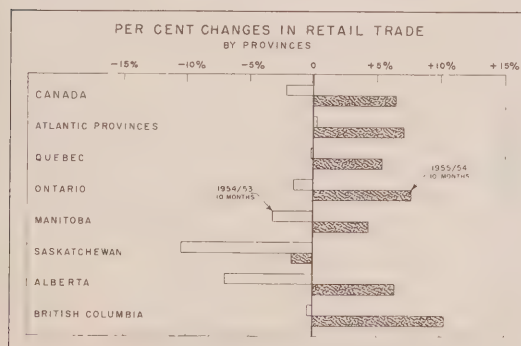


Estimated retail sales in Canada during October 1955 amounted to \$1,120,580,000 an increase of 10.3% over sales of the same month last year. Cumulative sales for the first ten months of 1955 were \$10,379,143,000 a gain of 6.5% over sales for the 1954 corresponding period when sales totalled \$9,744,770,000. These and other estimates contained in this bulletin are not adjusted for price changes, seasonal variations or number of shopping days.

#### Total Retail Trade in Canada

<u>Period</u>	<u>1954</u> \$'000	<u>1955</u> \$'000	<u>% Change</u> <u>1955/1954</u>
First Half .....	5,684,687	5,938,539	+ 4.5
July .....	1,057,772	1,106,630	+ 4.6
August .....	982,615	1,100,006	+ 11.9
September .....	1,003,314	1,113,388	+ 11.0
October .....	1,016,382	1,120,580	+ 10.3
Total .....	9,744,770	10,379,143	+ 6.5

All provinces had greater sales during October this year when compared with the same month last year. Alberta showed the largest percentage increase (12.2%), the Atlantic provinces ranked next with 11.3%, followed closely by Ontario and Quebec with increases of 10.8% and 10.6% respectively. British Columbia, Manitoba and Saskatchewan were below the national average with gains of 8.6%, 7.3% and 7.2% in that order.



All eighteen of the specified trades as well as the miscellaneous category registered increased sales during October 1955. These increases ranged from 34.5% for the motor vehicle category to 0.8% for jewellery stores. For the ten-month

period ending with October all classifications had larger dollar sales this year with the exception of the restaurant category which showed only a slight decline of 0.3%. Largest among the increases for this period were the automobile dealers (15.4%), lumber and building material dealers (9.8%) and department stores (8.0%).

Department store sales for October were estimated to be \$107,273,000 a gain of 11.3% over the corresponding month in 1954. Stocks on hand in department stores at the end of September had an estimated selling value of \$266,792,000, slightly higher (1.1%) than stocks on the same date a year ago.

### Percentage Changes in Selected Retail Trades

January to October 1955 over January to October 1954

#### Chains and Independents

	<u>Canada</u>		
	<u>All Stores</u>	<u>Chains</u>	<u>Independents</u>
Grocery and Combination . . . . .	+ 5.8	+ 10.0	+ 3.2
Family Clothing . . . . .	+ 2.1	+ 0.8	+ 2.4
Women's Clothing . . . . .	+ 0.1	+ 6.4	- 1.8
Shoe . . . . .	+ 0.6	+ 2.6	- 0.4
Lumber and Building Material .	+ 9.8	+ 2.9	+ 11.7
Furniture Appliance and Radio .	+ 5.7	+ 4.2	+ 6.1
Restaurant . . . . .	- 0.3	- 3.9	(c)
Drug . . . . .	+ 1.7	+ 0.2	+ 1.9
Jewellery . . . . .	+ 2.6	+ 4.1	+ 1.9

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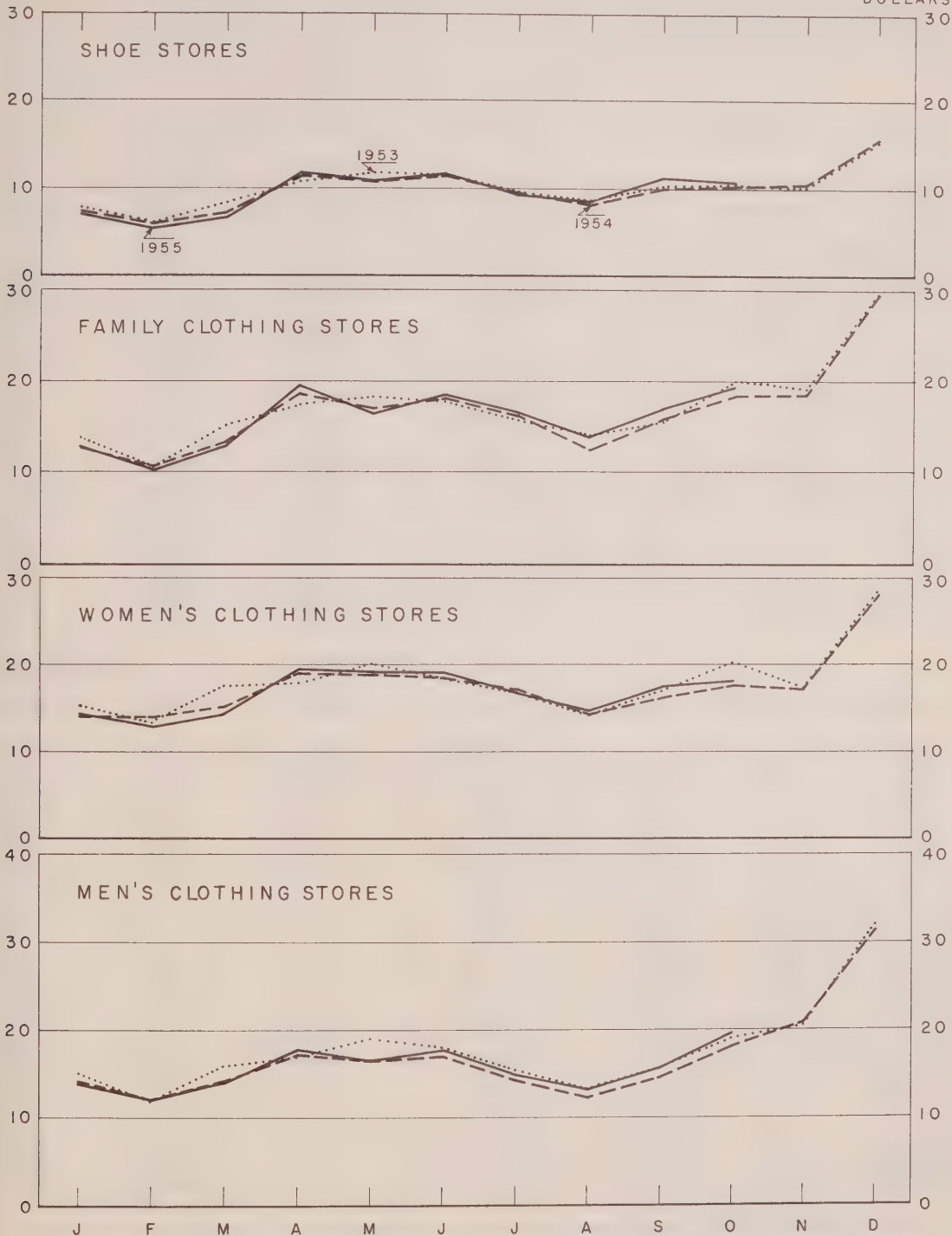
(c) Unchanged.



# MONTHLY SALES APPAREL STORES

MILLION  
DOLLARS

MILLION  
DOLLARS



October, 1955

(in thousands of dollars)

	KIND OF BUSINESS OR STORE	All Stores	Chain	Independent	All Stores
		Canada			Atlantic
1	TOTAL, ALL TRADES .....	1,120,580	207,745	912,835	95,552
2	Grocery & Combination .....	207,517	84,577	122,941	20,254
3	Other Food & Beverage .....	84,676	44,882	39,795	7,441
4	General .....	45,887	2,658	43,229	10,021
5	Department .....	107,273	-	107,273	8,313
6	Variety .....	21,418	17,897	3,521	2,058
7	Motor Vehicle .....	185,189	1,225	183,965	13,676
8	Garage & Filling Station .....	53,320	460	52,860	4,944
9	Men's Clothing .....	19,564	2,513	17,051	1,003
10	Family Clothing .....	19,455	3,399	16,056	2,530
11	Women's Clothing .....	18,039	4,575	13,465	848
12	Shoe .....	10,760	3,835	6,925	641
13	Hardware .....	23,260	1,308	21,952	2,059
14	Lumber & Building Material .....	45,559	10,424	35,135	1,885
15	Furniture, Appliance & Radio .....	46,573	9,760	36,813	3,201
16	Restaurant .....	41,188	2,635	38,553	2,191
17	Fuel .....	23,387	333	23,054	1,484
18	Drug .....	24,345	3,140	21,205	1,672
19	Jewellery .....	9,762	4,035	5,727	604
20	Miscellaneous .....	133,408	10,089	123,315	10,727
		Manitoba			Saskatchewan
21	TOTAL, ALL TRADES .....	61,641	9,320	52,321	67,112
22	Grocery & Combination .....	9,435	3,656	5,779	8,800
23	Other Food & Beverage .....	3,015	2,020	995	3,405
24	General .....	3,726	(a)	(a)	6,183
25	Department .....	9,329	-	9,329	5,553
26	Variety .....	541	516	25	769
27	Motor Vehicle .....	9,662	-	9,662	11,171
28	Garage & Filling Station .....	2,471	(a)	(a)	4,728
29	Men's Clothing .....	922	60	862	705
30	Family Clothing .....	613	(a)	(a)	764
31	Women's Clothing .....	568	219	350	685
32	Shoe .....	299	53	247	306
33	Hardware .....	1,314	(a)	(a)	2,381
34	Lumber & Building Material .....	5,458	1,114	4,344	5,635
35	Furniture, Appliance & Radio .....	2,192	326	1,866	2,279
36	Restaurant .....	2,632	169	2,463	2,366
37	Fuel .....	626	-	626	467
38	Drug .....	1,466	(a)	(a)	1,667
39	Jewellery .....	519	(a)	(a)	474
40	Miscellaneous .....	6,853	603	6,250	8,774

(a) Indicates figures withheld to avoid disclosing individual operations, but are included in the totals. Any slight differences between the totals and their components are due to the rounding of the figures.

October, 1955

(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent	No.
Provinces			Quebec			Ontario		
14,612	80,940	261,583	42,929	218,654	428,362	96,690	331,672	1
3,182	17,071	59,525	19,116	40,409	79,407	45,301	34,106	2
(a)	(a)	20,041	6,940	13,101	35,139	20,157	14,982	3
727	9,294	8,557	456	8,101	8,534	376	8,159	4
-	8,313	19,445	-	19,445	36,622	-	36,622	5
1,821	237	6,264	4,767	1,497	9,508	8,441	1,066	6
(a)	(a)	41,027	-	41,027	68,123	(a)	(a)	7
(a)	(a)	9,036	(a)	(a)	22,806	(a)	(a)	8
(a)	(a)	5,059	375	4,684	8,477	1,751	6,726	9
214	2,316	7,429	1,561	5,868	6,047	1,334	4,713	10
158	690	4,009	1,243	2,765	7,929	1,904	6,025	11
(a)	(a)	2,924	993	1,931	5,020	2,188	2,832	12
(a)	(a)	5,146	(a)	(a)	7,822	319	7,503	13
-	1,885	6,922	(a)	(a)	15,071	2,388	12,683	14
516	2,685	11,169	3,483	7,686	18,283	3,591	14,691	15
45	2,145	10,931	767	10,164	15,978	1,075	14,904	16
-	1,484	7,297	-	7,297	11,201	(a)	(a)	17
170	1,501	4,309	340	3,970	10,936	1,503	9,434	18
197	406	1,789	675	1,113	4,756	2,048	2,708	19
1,423	9,304	30,704	1,213	29,490	56,703	3,696	53,006	20
Saskatchewan			Alberta			British Columbia		
9,854	57,258	92,160	14,934	77,226	114,181	19,408	94,773	21
2,289	6,512	13,014	4,498	8,516	17,083	6,535	10,547	22
2,238	1,167	5,704	3,497	2,207	9,932	5,450	4,482	23
(a)	(a)	4,926	(a)	(a)	3,941	592	3,349	24
-	5,553	10,681	-	10,681	17,330	-	17,330	25
635	134	1,202	939	263	1,078	779	299	26
-	11,171	18,436	-	18,436	23,095	-	23,095	27
(a)	(a)	4,619	-	4,619	4,716	(a)	(a)	28
(a)	(a)	1,450	(a)	(a)	1,949	(a)	(a)	29
(a)	(a)	1,146	(a)	(a)	926	(a)	(a)	30
196	489	1,936	261	1,675	2,064	593	1,471	31
70	236	489	167	322	1,080	201	879	32
(a)	(a)	2,404	(a)	(a)	2,136	(a)	(a)	33
2,957	2,678	6,536	3,087	3,449	4,053	469	3,584	34
147	2,132	5,128	396	4,733	4,321	1,301	3,020	35
(a)	(a)	2,525	78	2,448	4,565	470	4,095	36
-	467	29	-	29	2,283	(a)	(a)	37
(a)	(a)	1,867	318	1,549	2,428	596	1,832	38
148	326	529	313	215	1,092	470	622	39
680	8,094	9,539	885	8,654	10,109	1,590	8,519	40

(Without Adjustment for Price Changes)

October 1955 Over October 1954

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES .....	+10.3	+11.3	+10.6	+10.8	+ 7.3	+ 7.2	+12.2	+ 8.6
Grocery & Combination .....	+ 5.1	+ 9.9	+ 6.9	+ 4.9	+ 4.4	+ 0.8	+ 0.1	+ 0.9
Other Food & Beverage .....	+ 2.5	+ 1.4	- 1.8	+ 4.7	+ 2.3	+ 0.2	+ 6.5	+ 3.0
General .....	+ 2.6	+ 5.3	+ 7.6	+ 2.7	- 0.7	- 2.3	+ 0.5	- 0.3
Department .....	+11.3	+10.7	+13.6	+15.4	+ 1.7	+12.0	+15.7	+ 4.3
Variety .....	+ 8.8	+ 2.5	+12.7	+ 7.6	+ 2.5	+15.8	+14.7	+ 3.2
Motor Vehicle .....	+34.5	+34.6	+39.6	+33.6	+32.0	+14.9	+41.1	+35.4
Garage & Filling Station .....	+ 4.2	+18.7	+ 4.1	+ 3.9	- 2.2	- 1.0	+ 1.9	+ 3.8
Men's Clothing .....	+ 6.4	+ 6.8	+ 5.7	+ 6.1	+13.4	+ 8.8	+ 8.4	+ 4.4
Family Clothing .....	+ 5.2	- 3.6	+13.8	- 2.5	+ 0.7	+14.4	+ 7.7	+14.5
Women's Clothing .....	+ 1.1	+ 0.5	+ 2.3	+ 3.6	- 9.7	+ 1.2	- 2.6	- 3.3
Shoe .....	+ 5.5	- 5.2	+ 7.9	+ 5.1	- 2.3	+ 8.1	+ 9.2	+ 8.0
Hardware .....	+ 7.2	+16.2	+12.3	+ 4.6	- 2.7	+ 8.2	+ 3.5	+ 6.7
Lumber & Building Material .....	+16.6	+ 6.4	+14.4	+12.8	+22.6	+24.3	+17.3	+21.1
Furniture, Appliance & Radio .....	+11.2	+28.0	+12.8	+ 7.4	+12.4	+36.1	+ 8.6	+ 4.6
Restaurant .....	+ 1.5	+16.7	+ 2.2	+ 2.0	+ 1.2	+ 3.9	- 8.3	- 2.8
Fuel .....	+ 3.3	- 7.8	+12.0	+ 1.5	- 7.8	-17.2	-19.4	+ 3.5
Drug .....	+ 2.0	+ 4.2	+ 0.2	+ 0.4	+ 8.0	+ 6.4	+ 5.1	+ 3.0
Jewellery .....	+ 0.8	+ 8.6	- 4.1	+ 1.1	- 0.4	+10.2	+ 3.3	- 0.2
Miscellaneous .....	+ 9.1	+ 8.2	+ 2.9	+15.9	- 0.8	+ 2.8	+12.9	+ 4.1



Estimated Retail Trade — By Provinces and Kinds of Business

January to October 1955

(in thousands of dollars)

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
TOTAL, ALL TRADES .....	10,379,143	893,180	2,374,047	4,012,533	561,775	622,815	804,004	1,110,852
Grocery & Combination .....	1,959,922	186,482	550,890	761,008	90,888	82,160	114,875	173,623
Other Food & Beverage .....	768,388	69,966	189,854	315,010	24,974	27,048	47,522	94,017
General .....	433,249	96,956	73,879	83,690	36,864	55,448	44,743	41,671
Department .....	852,488	67,026	155,767	281,318	77,759	43,108	85,139	142,374
Variety .....	179,469	17,470	51,943	79,753	4,350	6,461	9,810	9,689
Motor Vehicle .....	2,069,273	159,119	434,986	798,103	108,119	132,920	177,130	258,904
Garage & Filling Station .....	487,191	40,993	88,253	207,891	20,994	36,645	46,850	45,568
Men's Clothing .....	156,046	8,824	41,279	68,712	6,164	5,419	11,594	14,055
Family Clothing .....	157,910	22,055	54,898	50,750	5,685	7,057	8,734	8,734
Women's Clothing .....	166,778	8,306	45,483	69,203	5,173	5,408	14,227	18,980
Shoe .....	93,487	6,717	26,108	42,377	2,588	2,317	4,362	9,018
Hardware .....	195,043	14,809	42,141	70,691	10,975	18,797	20,556	17,078
Lumber & Building Material .....	363,775	13,919	62,473	130,802	38,495	37,370	44,278	36,442
Furniture, Appliance & Radio .....	397,214	28,934	96,487	176,510	15,538	16,170	27,421	36,157
Restaurant .....	381,505	21,825	91,382	152,755	21,911	22,252	26,354	45,031
Fuel .....	192,441	11,993	52,338	94,730	5,023	4,541	380	23,439
Drug .....	230,638	15,902	43,950	103,210	13,196	14,103	16,837	23,444
Jewellery .....	84,026	5,385	15,892	39,019	4,718	4,486	5,070	9,454
Miscellaneous .....	1,210,300	96,499	256,044	487,001	68,361	101,105	98,122	103,174



(Without Adjustment for Price Changes)

January to October 1955 Over January to October 1954

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES .....	+ 6.5	+ 7.1	+ 5.4	+ 7.7	+ 4.3	- 1.7	+ 6.4	+10.3
Grocery & Combination .....	+ 5.8	+ 5.5	+ 7.5	+ 5.5	+ 5.8	+ 3.5	+ 2.4	+ 5.9
Other Food & Beverage .....	+ 0.7	+ 1.6	- 2.7	+ 2.8	+ 0.2	- 2.1	- 0.1	+ 1.6
General .....	+ 2.6	+ 7.5	+ 2.6	+ 1.5	+ 2.6	- 1.2	- 1.0	+ 3.1
Department .....	+ 8.0	+ 9.4	+ 8.5	+ 8.8	+ 6.0	+ 2.4	+ 9.4	+ 7.5
Variety .....	+ 6.2	+ 4.6	+ 4.4	+ 6.9	+ 6.7	+ 9.3	+11.4	+ 5.2
Motor Vehicle .....	+15.4	+12.3	+11.5	+20.0	+ 6.2	- 8.3	+16.6	+30.7
Garage & Filling Station .....	+ 3.6	+ 4.9	+ 5.0	+ 2.5	- 1.4	+ 1.7	+ 2.6	+10.6
Men's Clothing .....	+ 2.7	+ 1.4	+ 1.5	+ 4.0	+ 4.1	- 3.2	+ 5.7	- 0.3
Family Clothing .....	+ 2.1	- 2.2	+ 2.9	+ 3.6	+ 2.6	- 6.7	+ 2.3	+ 7.0
Women's Clothing .....	+ 0.1	+ 5.5	+ 0.5	- 0.2	+ 2.8	- 5.3	- 0.7	- 0.2
Shoe .....	+ 0.6	- 0.6	- 2.3	+ 3.1	- 6.0	- 3.4	+ 5.8	- 0.2
Hardware .....	+ 2.3	+ 4.0	+ 5.7	+ 1.5	+ 0.4	- 4.4	+ 3.7	+ 4.0
Lumber & Building Material .....	+ 9.8	+ 6.8	+16.4	+13.2	+ 7.6	- 6.6	+ 3.3	+20.3
Furniture, Appliance & Radio .....	+ 5.7	+22.3	(c)	+ 4.6	+ 4.8	+17.0	+21.1	+ 1.6
Restaurant .....	- 0.3	+ 3.3	+ 1.8	+ 0.8	- 1.6	- 4.1	- 7.5	- 2.2
Fuel .....	+ 0.8	- 4.0	- 0.5	+ 1.1	- 8.9	- 7.2	-12.0	+10.0
Drug .....	+ 1.7	+ 2.7	+ 2.1	+ 1.2	+ 1.5	+ 0.5	+ 1.0	+ 4.1
Jewellery .....	+ 2.6	+ 3.4	- 4.7	+ 5.4	+ 1.5	+ 4.4	+ 3.4	+ 3.1
Miscellaneous .....	+ 6.2	+ 9.3	+ 4.0	+ 8.6	+ 4.8	+ 0.7	+ 5.5	+ 6.0

(c) Unchanged

(Without Adjustment for Price Changes)

October 1955 Over September 1955

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES .....	+ 0.6	+ 4.0	+ 3.0	+ 1.9	- 2.0	- 7.7	+ 0.8	- 4.8
Grocery & Combination .....	+ 2.5	+ 3.3	+ 7.6	- 0.3	- 3.6	- 2.6	+ 6.2	+ 2.0
Other Food & Beverage .....	+ 2.6	+ 0.4	+ 2.8	+ 5.4	+ 2.8	+ 4.5	+ 6.9	- 7.6
General .....	- 1.5	+ 5.1	+ 4.5	- 1.6	- 5.7	- 8.3	- 2.9	-10.9
Department .....	+ 5.2	+ 8.6	+ 0.5	+10.0	(c)	+12.9	+ 0.1	+ 3.3
Variety .....	+ 4.4	- 1.8	+ 4.8	+ 4.7	+16.6	+ 9.2	+ 8.5	- 0.3
Motor Vehicle .....	- 4.6	+ 5.5	- 1.0	- 1.5	- 7.4	-21.5	- 1.5	-15.4
Garage & Filling Station .....	+ 0.9	+ 2.4	- 0.7	+ 7.5	- 7.9	-18.8	+17.0	-10.3
Men's Clothing .....	+22.6	+10.5	+28.1	+21.8	+38.2	+11.4	+19.3	+19.6
Family Clothing .....	+12.8	+ 0.7	+36.6	- 1.7	- 8.5	+23.8	+18.4	+ 4.4
Women's Clothing .....	+ 3.3	+ 5.9	-11.4	+ 5.0	- 0.9	+32.5	+25.6	+ 5.6
Shoe .....	- 3.5	-25.8	- 8.7	+ 0.9	+ 4.9	+ 9.3	+14.3	- 3.4
Hardware .....	+ 0.7	+ 8.3	- 4.7	+ 2.6	- 8.6	+ 3.4	+ 3.1	+ 2.1
Lumber & Building Material .....	- 1.8	+ 8.7	- 9.6	- 6.5	- 1.6	+ 1.5	+13.1	+ 1.1
Furniture, Appliance & Radio .....	+ 7.1	+13.3	+ 6.1	- 6.7	+ 6.8	+39.0	+98.6	+ 1.1
Restaurant .....	- 0.4	+13.9	+ 7.8	- 5.0	+12.1	+ 6.7	-18.6	- 5.0
Fuel .....	+ 9.0	+ 6.3	+30.4	- 1.1	+ 2.1	-22.4	-14.7	+21.2
Drug .....	+ 2.1	+ 2.6	+ 4.6	- 1.0	+12.1	+ 4.7	+ 6.5	+ 1.4
Jewellery .....	+ 2.3	-11.7	-11.1	+14.9	+ 5.7	-21.5	- 0.2	+ 1.4
Miscellaneous .....	- 5.6	+ 0.8	- 5.9	+ 5.4	- 6.6	-23.2	-32.1	-12.1

c) Unchanged

**Department Store Sales and Stocks**  
October 1954 and October 1955

These figures are estimates of total department store sales and stocks.  
Stocks are at selling value.

Department	SALES			STOCKS		
	October 1954	October 1955	Change 1955/54	Sept. 30 1954	Sept. 30 1955	Change 1955/54
	\$'000	\$'000	%	\$'000	\$'000	%
<b>TOTAL, ALL DEPARTMENTS .....</b>	96,340	107,273	+11.3	263,968	266,792	+ 1.1
1. Women's and Misses' Dresses.....	2,547	2,725	+ 7.0	4,634	5,185	+11.9
2. Women's and Misses' Coats and Suits	3,941	4,221	+ 7.1	5,555	5,970	+ 7.5
3. Women's and Misses' Sportswear.....	2,533	3,002	+18.5	7,143	6,991	- 2.1
4. Furs .....	1,812	1,771	- 2.3	6,622	7,169	+ 8.3
5. Girls' and Infants' Wear .....	6,417	7,005	+ 9.2	13,695	13,017	- 5.0
6. Lingerie and Corsets .....	3,291	3,470	+ 5.4	9,435	9,550	+ 1.2
7. Aprons, Housedresses and Uniforms....	347	398	+14.7	986	948	- 3.9
8. Millinery .....	1,124	1,175	+ 4.5	1,270	1,165	- 8.3
9. Hosiery and Apparel Accessories .....	3,565	3,609	+ 1.2	9,428	10,314	+ 9.4
10. Women's, Misses' and Children's Shoes	4,064	4,177	+ 2.8	14,682	14,019	- 4.5
<b>Ladies' Apparel and Accessories.</b>						
Total 1 - 10 .....	29,641	31,553	+ 6.5	73,450	74,328	+ 1.2
11. Men's Clothing .....	3,355	3,642	+ 8.6	9,917	9,561	- 3.6
12. Men's Furnishings .....	4,656	5,030	+ 8.0	14,398	14,483	+ 0.6
13. Boys' Clothing and Furnishings .....	3,197	3,412	+ 6.7	8,093	8,388	+ 3.6
14. Men's and Boys' Shoes .....	1,502	1,541	+ 2.6	5,463	5,297	- 3.0
15. Food and Kindred Products.....	5,725	6,108	+ 6.7	4,225	4,601	+ 8.9
16. Toiletries, Cosmetics and Drugs .....	1,962	2,140	+ 9.1	5,591	5,679	+ 1.6
17. Photographic Equipment and Supplies..	234	289	+23.5	939	1,066	+13.5
18. Piece Goods .....	2,130	2,301	+ 8.0	8,763	8,703	- 0.7
19. Linens and Domestic Goods .....	2,905	3,068	+ 5.6	8,868	8,403	- 5.2
20. Smallwares .....	1,896	2,030	+ 7.1	5,946	6,067	+ 2.0
21. China and Glassware .....	1,052	1,021	- 2.9	7,960	8,335	+ 4.7
22. Home Furnishings .....	5,851	7,109	+21.5	23,812	23,327	- 2.0
23. Furniture .....	5,379	6,558	+21.9	13,368	12,886	- 3.6
24. Major Appliances .....	4,493	5,923	+31.8	11,526	12,066	+ 4.7
25. Radio and Music .....	3,195	3,499	+ 9.5	5,360	6,256	+16.7
26. Hardware and Housewares .....	5,336	6,593	+23.6	16,306	17,032	+ 4.5
27. Jewellery .....	1,581	1,638	+ 3.6	7,809	7,541	- 3.4
28. Sporting Goods and Luggage .....	2,754	3,117	+13.2	15,287	15,222	- 0.4
29. Stationery, Books and Magazines .....	1,376	1,718	+24.9	4,712	4,792	+ 1.7
30. All Other Departments .....	8,120	8,983	+10.6	12,175	12,759	+ 4.8

## DEPARTMENT STORE SALES BY SELECTED DEPARTMENTS

11

February to October 1954 and February to October 1955

Department	SALES		
	February to October 1954	February to October 1955	Change 1955/1954
	\$'000	\$'000	%
<b>TOTAL, ALL DEPARTMENTS .....</b>	<b>726,482</b>	<b>783,514</b>	<b>+ 7.9</b>
1. Women's and Misses' Dresses .....	25,106	26,546	+ 5.7
2. Women's and Misses' Coats and Suits ....	22,112	21,894	- 1.0
3. Women's and Misses' Sportswear .....	19,870	22,446	+13.0
4. Furs .....	7,816	7,882	+ 0.8
5. Girls' and Infants' Wear .....	37,085	38,639	+ 4.2
6. Lingerie and Corsets .....	27,661	29,148	+ 5.4
7. Aprons, Housedresses and Uniforms .....	3,978	4,281	+ 7.6
8. Millinery .....	7,876	7,700	- 2.2
9. Hosiery and Apparel Accessories .....	25,813	26,113	+ 1.2
10. Women's, Misses' and Children's Shoes .....	31,469	32,026	+ 1.8
<b>Ladies' Apparel and Accessories</b>			
<b>Total 1 - 10 .....</b>	<b>208,792</b>	<b>216,675</b>	<b>+ 3.8</b>
11. Men's Clothing .....	23,001	23,727	+ 3.2
12. Men's Furnishings .....	27,975	30,067	+ 7.5
13. Boys' Clothing and Furnishings .....	18,380	19,184	+ 4.4
14. Men's and Boys' Shoes .....	11,261	11,661	+ 3.6
15. Food and Kindred Products .....	47,080	48,574	+ 3.2
16. Toiletries, Cosmetics and Drugs .....	16,839	18,358	+ 9.0
17. Photographic Equipment and Supplies ....	2,372	2,642	+11.4
18. Piece Goods .....	17,154	17,799	+ 3.8
19. Linens and Domestic Goods .....	23,454	23,647	+ 0.8
20. Smallwares .....	14,164	14,533	+ 2.6
21. China and Glassware .....	8,865	8,949	+ 0.9
22. Home Furnishings .....	47,614	52,367	+10.0
23. Furniture .....	48,277	53,632	+11.1
24. Major Appliances .....	36,186	45,745	+26.4
25. Radio and Music .....	18,965	22,849	+20.5
26. Hardware and Housewares .....	49,568	56,036	+13.0
27. Jewellery .....	11,786	12,655	+ 7.4
28. Sporting Goods and Luggage .....	23,218	26,177	+12.7
29. Stationery, Books and Magazines .....	10,899	12,153	+11.5
30. All Other Departments .....	60,632	66,144	+ 9.1



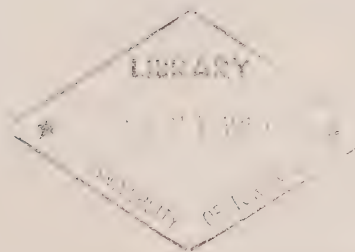




CANADA

# RETAIL TRADE

## NOVEMBER, 1955



*Published by Authority of*  
The Right Honourable C. D. Howe, Minister of Trade and Commerce

DOMINION BUREAU OF STATISTICS  
Industry and Merchandising Division  
Merchandising and Services Section

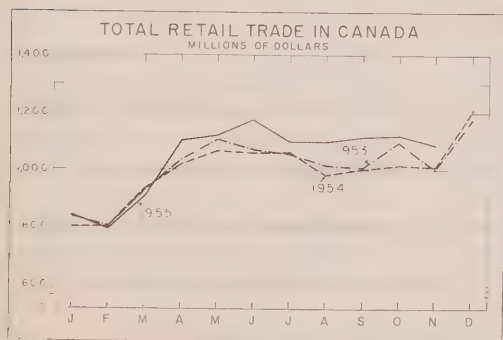


Total estimated retail sales in Canada in November 1955 were \$1,088,433,000 an increase of 8.1% from the same month of 1954 when they were \$1,006,501,000 and a decrease of 2.9% from the previous month when they totalled \$1,120,580,000. Sales for the eleven months of 1955 are estimated to be \$11,467,576,000 a gain of 6.7% from the corresponding eleven months of 1954 when they were \$10,751,271,000. These and other estimates contained in this bulletin are not adjusted for price changes, seasonal variations or number of shopping days.

#### Total Retail Trade in Canada

<u>Period</u>	<u>1954</u> \$'000	<u>1955</u> \$'000	<u>% Change</u> <u>1955/1954</u>
January to September ...	8,728,388	9,258,563	+ 6.1
October .....	1,016,382	1,120,580	+ 10.3
November .....	1,006,501	1,088,433	+ 8.1
Total.....	10,751,271	11,467,576	+ 6.7

Regionally, sales increases were recorded in all provinces except Saskatchewan which showed a slight decrease of 0.3% from sales of November 1954. British Columbia registered the largest percentage gain in sales with an increase of 12.7% with Ontario and Quebec also above the national average with increases of 10.2% and 8.4%, respectively. The Atlantic Provinces, Manitoba and Alberta with increases of 7.0%, 4.8% and 4.3%, in that order, were slightly below the average of 8.1% for Canada.



Sixteen of the eighteen specified kind of business groups, as well as the 'miscellaneous' category showed larger sales in November while one group, 'drug stores' remained unchanged from a year earlier. Fuel dealers, the largest among the

increases, had a gain of 19.0%. Motor vehicle dealers, department stores and grocery and combination stores with increases of 17.9%, 12.1% and 6.6% accounted for 45% of the total dollar sales. The clothing groups registered increases ranging from 7.9% in family clothing to 2.8% in women's clothing while the furniture, appliance and radio group had a gain of 7.8% and hardware stores 6.2%.

Department store sales rose 12.1% to a dollar value of \$132,990,000 in November 1955 from sales of \$118,603,000 a year earlier. Stocks held at selling value in department stores were valued at \$298,773,000 up 1.5% from stocks at the same date in 1954. The slight difference between total sales as reported in the departmental breakdown and those reported by regions in table 1 is due to the revision of sales by departments not being incorporated in table 1. A complete series of revisions for 1955 will be published in the December report.

Percentage Changes in Selected Retail Trades  
January to November 1955 over January to November 1954

Chains and Independents

	<u>Canada</u>		
	<u>All Stores</u>	<u>Chains</u>	<u>Independents</u>
Grocery and Combination .....	+ 5.9	+ 10.2	+ 3.2
Family Clothing .....	+ 2.7	+ 1.2	+ 3.0
Women's Clothing.....	+ 0.4	+ 6.3	- 1.4
Shoe .....	+ 1.3	+ 3.3	+ 0.3
Lumber and Building Material..	+ 9.2	+ 2.4	+ 11.1
Furniture, Appliance and Radio	+ 5.9	+ 4.5	+ 6.3
Restaurant .....	- 0.3	- 3.9	(c)
Drug .....	+ 1.6	+ 0.6	+ 1.7
Jewellery.....	+ 2.9	+ 5.2	+ 1.8

(c) Unchanged.

# MONTHLY SALES FURNITURE-APPLIANCE-AUTOMOTIVE TRADES

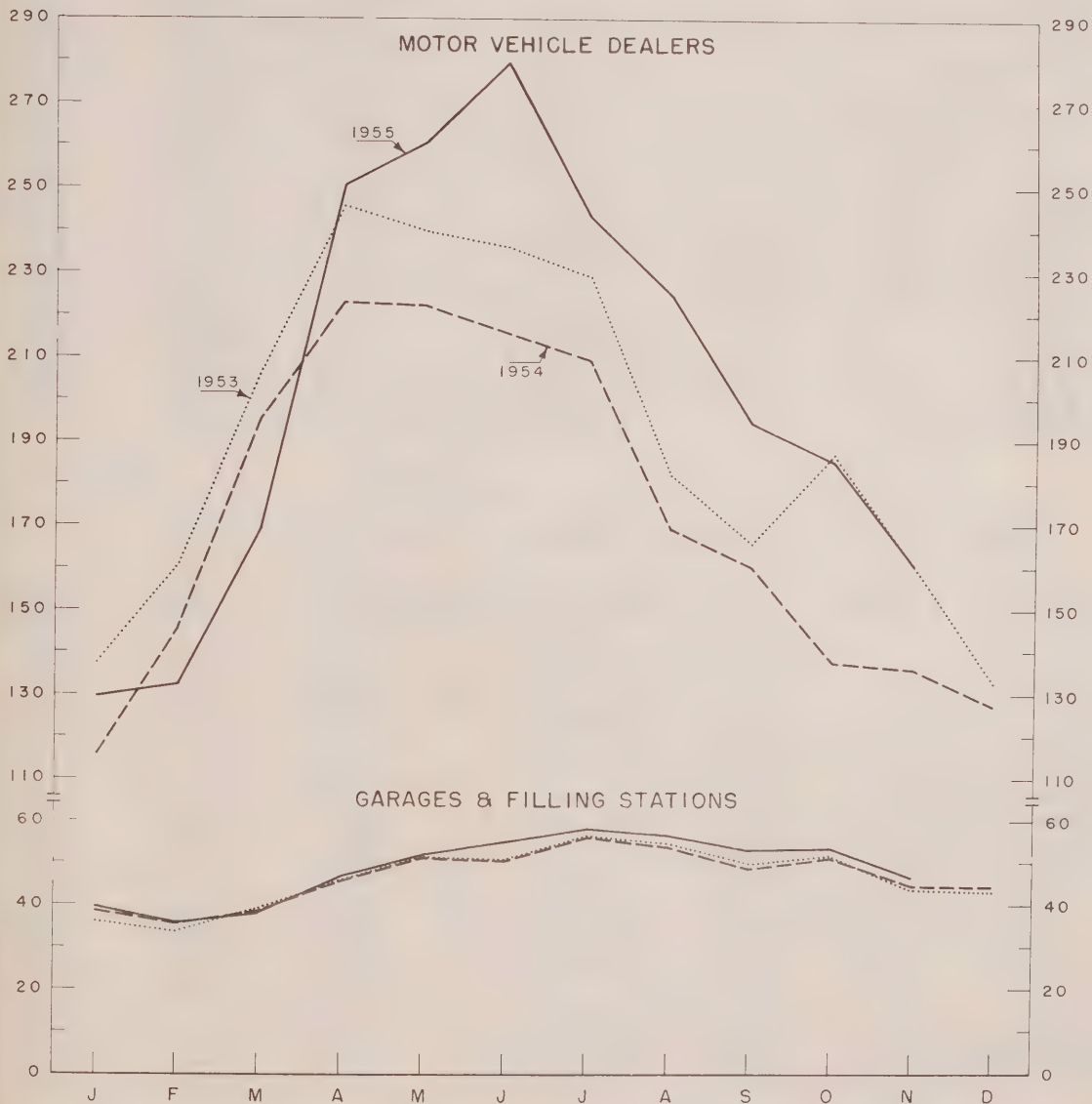
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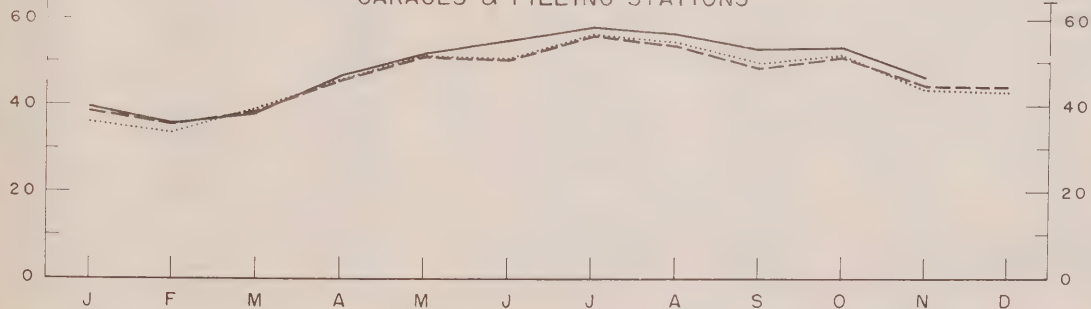
## FURNITURE, APPLIANCE & RADIO STORES



## MOTOR VEHICLE DEALERS



## GARAGES & FILLING STATIONS





## Estimated Retail Trade — Chain and Independent — By Provinces and Kinds of Business

November, 1955

(in thousands of dollars)

	KIND OF BUSINESS OR STORE	All Stores	Chain	Independent	All Stores
		Canada			Atlantic
1	TOTAL, ALL TRADES .....	1,088,433	193,532	894,901	90,319
2	Grocery & Combination .....	194,425	79,398	115,027	17,540
3	Other Food & Beverage .....	74,946	38,033	36,913	6,373
4	General .....	44,058	2,473	41,586	9,076
5	Department .....	133,016	-	133,016	10,923
6	Variety .....	22,137	18,682	3,455	2,225
7	Motor Vehicle.....	160,314	1,135	159,179	11,891
8	Garage & Filling Station .....	46,268	364	45,904	4,261
9	Men's Clothing .....	22,233	2,476	19,757	1,076
10	Family Clothing .....	20,065	3,494	16,571	2,789
11	Women's Clothing .....	17,744	4,308	13,436	1,021
12	Shoe .....	11,038	3,991	7,048	676
13	Hardware .....	20,448	1,361	19,087	1,758
14	Lumber & Building Material .....	37,736	8,698	29,039	1,475
15	Furniture, Appliance & Radio .....	45,790	9,175	36,616	3,187
16	Restaurant .....	37,459	2,558	34,901	2,168
17	Fuel .....	28,846	425	28,421	1,582
18	Drug .....	22,745	2,758	19,987	1,560
19	Jewellery .....	11,311	4,148	7,163	702
20	Miscellaneous .....	137,854	10,055	127,795	10,036
		Manitoba			Saskatchewan
21	TOTAL, ALL TRADES .....	59,811	8,030	51,781	58,718
22	Grocery & Combination .....	8,631	3,112	5,519	8,319
23	Other Food & Beverage .....	2,495	1,527	969	2,473
24	General .....	3,831	(a)	(a)	5,307
25	Department .....	11,705	-	11,705	6,799
26	Variety .....	542	517	25	771
27	Motor Vehicle.....	8,406	-	8,406	9,404
28	Garage & Filling Station .....	2,320	(a)	(a)	3,434
29	Men's Clothing .....	1,514	91	1,423	706
30	Family Clothing .....	826	(a)	(a)	701
31	Women's Clothing .....	509	166	343	459
32	Shoe .....	253	47	206	232
33	Hardware .....	1,255	(a)	(a)	1,806
34	Lumber & Building Material .....	3,913	981	2,932	3,898
35	Furniture, Appliance & Radio .....	1,751	138	1,613	1,466
36	Restaurant .....	2,147	152	1,995	1,902
37	Fuel .....	791	-	791	955
38	Drug .....	1,244	(a)	(a)	1,453
39	Jewellery .....	636	(a)	(a)	438
40	Miscellaneous .....	7,042	691	6,351	8,195

(a) Indicates figures withheld to avoid disclosing individual operations, but are included in the totals. Any slight differences between the totals and their components are due to the rounding of the figures.

November, 1955

(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent	No.
Provinces			Quebec			Ontario		
13,220	77,099	260,179	39,641	220,538	423,858	92,786	331,072	1
3,096	14,444	55,300	16,988	38,312	75,505	43,561	31,944	2
(a)	(a)	18,994	6,189	12,805	30,848	17,417	13,431	3
533	8,543	8,042	450	7,593	8,206	378	7,828	4
-	10,923	23,826	-	23,826	46,864	-	46,864	5
1,967	259	5,920	4,639	1,280	10,187	9,043	1,144	6
(a)	(a)	35,294	-	35,294	62,079	(a)	(a)	7
(a)	(a)	9,455	(a)	(a)	18,663	(a)	(a)	8
(a)	(a)	5,586	328	5,258	9,876	1,763	8,113	9
217	2,573	7,138	1,619	5,520	6,530	1,374	5,156	10
169	852	4,298	1,106	3,192	8,271	1,987	6,284	11
(a)	(a)	3,251	1,216	2,035	5,289	2,209	3,081	12
(a)	(a)	4,834	(a)	(a)	6,998	343	6,655	13
-	1,475	6,636	(a)	(a)	13,985	2,258	11,727	14
449	2,738	10,276	3,000	7,275	20,437	3,818	16,619	15
44	2,124	11,261	769	10,492	13,842	1,078	12,764	16
-	1,582	7,276	-	7,276	14,273	(a)	(a)	17
128	1,432	4,317	307	4,010	10,372	1,323	9,049	18
233	468	2,113	813	1,300	5,676	1,887	3,789	19
1,425	8,611	36,362	1,191	35,170	55,957	3,541	52,416	20
Saskatchewan			Alberta			British Columbia		
7,971	50,747	85,427	13,275	72,152	110,132	18,614	91,518	21
2,047	6,272	12,264	4,131	8,134	16,867	6,464	10,403	22
1,464	1,009	4,606	2,702	1,904	9,157	5,018	4,138	23
(a)	(a)	4,929	(a)	(a)	4,668	642	4,026	24
-	6,799	12,767	-	12,767	20,132	-	20,132	25
637	134	1,352	1,056	296	1,141	824	317	26
-	9,404	14,280	-	14,280	18,961	-	18,961	27
(a)	(a)	3,351	-	3,351	4,784	(a)	(a)	28
(a)	(a)	1,552	(a)	(a)	1,924	(a)	(a)	29
(a)	(a)	1,184	(a)	(a)	896	(a)	(a)	30
154	305	1,352	220	1,132	1,835	507	1,328	31
47	185	438	129	309	899	159	740	32
(a)	(a)	2,095	(a)	(a)	1,703	(a)	(a)	33
2,046	1,851	4,752	2,628	2,124	3,077	407	2,670	34
228	1,238	4,125	348	3,777	4,549	1,193	3,356	35
(a)	(a)	2,462	74	2,387	3,677	414	3,263	36
-	955	102	-	102	3,866	(a)	(a)	37
(a)	(a)	1,551	259	1,292	2,250	545	1,706	38
146	291	668	359	309	1,080	502	577	39
725	7,470	11,597	909	10,688	8,666	1,574	7,092	40

## Percentage Changes in Retail Trade — By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

November 1955 Over November 1954

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES .....	+ 8.1	+ 7.0	+ 8.4	+10.2	+ 4.8	- 0.3	+ 4.3	+12.7
Grocery & Combination .....	+ 6.6	+ 1.5	+ 9.5	+ 7.2	+ 7.4	+ 0.4	+ 1.7	+ 6.8
Other Food & Beverage .....	+ 3.3	- 0.3	+ 1.7	+ 5.9	+ 0.4	- 8.0	- 3.3	+ 8.7
General .....	+ 3.3	+ 3.9	+ 4.0	+ 5.9	+ 6.6	- 1.3	(c)	+ 3.3
Department .....	+12.1	+ 9.1	+11.2	+12.0	+ 6.3	+15.9	+18.3	+13.9
Variety .....	+ 9.4	+ 2.1	+10.3	+10.4	+ 0.9	+ 0.7	+15.0	+ 4.8
Motor Vehicle .....	+17.9	+18.0	+21.2	+22.9	+14.9	- 2.7	+ 8.1	+18.1
Garage & Filling Station .....	+ 3.9	+15.4	+ 5.8	+ 2.2	- 6.2	- 2.1	- 6.6	+16.9
Men's Clothing .....	+ 7.4	+ 3.1	+ 6.3	+ 8.8	+ 4.8	+ 5.5	+ 1.2	+14.2
Family Clothing .....	+ 7.9	- 2.6	+12.5	+11.2	- 0.2	-10.0	+ 8.1	+11.2
Women's Clothing .....	+ 2.8	- 0.5	+ 4.6	+ 8.9	- 5.4	-16.1	-12.6	- 3.5
Shoe .....	+ 7.6	- 0.1	+13.3	+ 7.3	- 7.0	-11.8	+ 3.1	+ 8.8
Hardware .....	+ 6.2	+ 3.2	+13.0	+ 8.3	+ 3.4	- 5.4	- 3.1	+11.5
Lumber & Building Material .....	+ 3.8	+10.9	+12.8	+ 9.7	+ 4.2	-12.2	-13.1	+12.8
Furniture, Appliance & Radio .....	+ 7.8	+23.5	+ 2.3	+ 8.9	- 5.5	+17.7	+14.1	+ 3.7
Restaurant .....	- 0.3	+ 9.7	+ 2.7	+ 1.2	- 5.2	-15.7	-10.2	- 1.0
Fuel .....	+19.0	-12.5	+13.1	+15.7	+36.6	+60.5	+39.7	+59.7
Drug .....	(c)	+ 5.1	(c)	- 0.2	- 0.4	- 3.8	- 3.1	+ 2.6
Jewellery .....	+ 4.9	+13.2	+10.8	+ 7.2	- 2.3	-12.9	- 6.2	- 1.4
Miscellaneous .....	+ 6.6	+10.7	+ 1.6	+11.3	+ 1.2	+ 2.3	+11.6	- 1.4

(c) Unchanged

**Estimated Retail Trade — By Provinces and Kinds of Business**  
**January to November, 1955**

(in thousands of dollars)

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
<b>TOTAL, ALL TRADES .....</b>	<b>11,467,576</b>	<b>983,500</b>	<b>2,634,226</b>	<b>4,436,391</b>	<b>621,586</b>	<b>681,533</b>	<b>889,431</b>	<b>1,220,984</b>
Grocery & Combination .....	2,154,347	204,022	606,190	836,513	99,519	90,479	127,139	190,490
Other Food & Beverage .....	843,334	76,339	208,848	345,858	27,469	29,521	52,128	103,174
General .....	477,307	106,032	81,921	91,896	40,695	60,755	49,672	46,339
Department.....	985,504	77,950	179,593	328,182	89,464	49,907	97,906	162,506
Variety .....	201,606	19,695	57,863	89,940	4,892	7,232	11,162	10,830
Motor Vehicle .....	2,229,587	171,010	470,280	860,182	116,525	142,324	191,410	277,865
Garage & Filling Station.....	533,459	45,254	97,708	226,554	23,314	40,079	50,201	50,352
Men's Clothing .....	178,279	9,900	46,865	78,588	7,678	6,125	13,146	15,979
Family Clothing .....	177,975	24,844	62,036	57,280	6,511	7,758	9,918	9,630
Women's Clothing .....	184,522	9,327	49,781	77,474	5,682	5,867	15,579	20,815
Shoe .....	104,525	7,393	29,359	47,666	2,841	2,549	4,800	9,917
Hardware .....	215,491	16,567	46,975	77,689	12,230	20,603	22,651	18,781
Lumber & Building Material .....	401,511	15,394	69,109	144,787	42,408	41,268	49,030	39,519
Furniture, Appliance & Radio .....	443,004	32,121	106,763	196,947	17,289	17,636	31,546	40,706
Restaurant .....	418,964	23,993	102,643	166,597	24,058	24,154	28,816	48,708
Fuel .....	221,287	13,575	59,614	109,003	5,814	5,496	482	27,305
Drug .....	253,383	17,462	48,267	113,582	14,440	15,556	18,388	25,694
Jewellery .....	95,337	6,087	18,005	44,695	5,354	4,924	5,738	10,534
Miscellaneous .....	1,348,154	106,535	292,406	542,958	75,403	109,300	109,719	111,840



# Percentage Changes in Retail Trade — By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

January to November 1955 Over January to November 1954

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES .....	+ 6.7	+ 7.1	+ 5.7	+ 8.0	+ 4.3	- 1.6	+ 6.2	+10.5
Grocery & Combination .....	+ 5.9	+ 5.1	+ 7.6	+ 5.6	+ 5.9	+ 3.2	+ 2.4	+ 6.0
Other Food & Beverage .....	+ 0.9	+ 1.4	- 2.3	+ 3.0	+ 0.2	- 2.6	- 0.4	+ 2.2
General .....	+ 2.7	+ 7.2	+ 2.8	+ 1.8	+ 2.9	- 1.2	- 0.9	+ 3.1
Department .....	+ 8.6	+ 9.3	+ 8.9	+ 9.3	+ 6.1	+ 4.0	+10.5	+ 8.2
Variety .....	+ 6.5	+ 4.3	+ 5.0	+ 7.3	+ 6.1	+ 8.3	+11.8	+ 5.1
Motor Vehicle .....	+15.5	+12.7	+12.2	+20.2	+ 6.8	- 7.9	+15.9	+29.8
Garage & Filling Station .....	+ 3.6	+ 5.8	+ 5.1	+ 2.4	- 1.9	+ 1.4	+ 1.9	+11.2
Men's Clothing .....	+ 3.2	+ 1.5	+ 2.1	+ 4.6	+ 4.2	- 2.3	+ 5.2	+ 1.3
Family Clothing .....	+ 2.7	- 2.3	+ 4.0	+ 4.4	+ 2.2	- 7.0	+ 3.0	+ 7.3
Women's Clothing .....	+ 0.4	+ 4.8	+ 0.9	+ 0.7	+ 2.0	- 6.2	- 1.9	- 0.5
Shoe .....	+ 1.3	- 0.5	- 0.8	+ 3.6	- 6.1	- 4.2	+ 5.5	+ 0.6
Hardware .....	+ 2.7	+ 3.9	+ 6.4	+ 2.1	+ 0.7	- 4.5	+ 3.0	+ 4.7
Lumber & Building Material .....	+ 9.2	+ 7.2	+16.0	+12.8	+ 7.3	- 7.2	+ 1.5	+19.7
Furniture, Appliance & Radio .....	+ 5.9	+22.4	+ 0.2	+ 5.1	+ 3.7	+17.1	+20.2	+ 1.8
Restaurant .....	- 0.3	+ 3.9	+ 1.9	+ 0.8	- 2.0	- 5.1	- 7.7	- 2.1
Fuel .....	+ 2.8	- 5.1	+ 1.0	+ 2.8	- 4.6	+ 0.2	- 4.6	+15.1
Drug .....	+ 1.6	+ 2.9	+ 1.9	+ 1.1	+ 1.4	+ 0.1	+ 0.7	+ 4.0
Jewellery .....	+ 2.9	+ 4.4	- 3.1	+ 5.7	+ 1.0	+ 2.6	+ 2.2	+ 2.6
Miscellaneous .....	+ 6.3	+ 9.4	+ 3.7	+ 8.9	+ 4.5	+ 0.8	+ 6.1	+ 5.4



(Without Adjustment for Price Changes)

November 1955 Over October 1955

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES .....	- 2.9	- 5.5	- 0.5	- 1.1	- 3.0	-12.5	- 7.3	- 3.5
Grocery & Combination .....	- 6.3	-13.4	- 7.1	- 4.9	- 8.5	- 5.5	- 5.8	- 1.3
Other Food & Beverage .....	-11.5	-14.4	- 5.2	-12.2	-17.2	-27.4	-19.2	- 7.8
General .....	- 4.0	- 9.4	- 6.0	- 3.8	+ 2.8	-14.2	+ 0.1	+18.4
Department .....	+24.0	+31.4	+22.5	+28.0	+25.5	+22.4	+19.5	+16.2
Variety .....	+ 3.4	+ 8.1	- 5.5	+ 7.1	+ 0.2	+ 0.3	+12.5	+ 5.8
Motor Vehicle .....	-13.4	-13.1	-14.0	- 8.9	-13.0	-15.8	-22.5	-17.9
Garage & Filling Station .....	-13.2	-13.8	+ 4.6	-18.2	- 6.1	-27.4	-27.5	+ 1.4
Men's Clothing .....	+13.6	+ 7.3	+10.4	+16.5	+64.2	+ 0.1	+ 7.0	- 1.3
Family Clothing .....	+ 3.1	+10.2	- 3.9	+ 8.0	+34.7	- 8.2	+ 3.3	- 3.2
Women's Clothing .....	- 1.6	+20.4	+ 7.2	+ 4.3	-10.4	-33.0	-30.2	-11.1
Shoe .....	+ 2.6	+ 5.5	+11.2	+ 5.4	-15.4	-24.2	-10.4	-16.8
Hardware .....	-12.1	-14.6	- 6.1	-10.5	- 4.5	-24.1	-12.9	-20.3
Lumber & Building Material .....	-17.2	-21.8	- 4.1	- 7.2	-28.3	-30.8	-27.3	-24.1
Furniture, Appliance & Radio .....	- 1.7	- 0.4	- 8.0	+11.8	-20.1	-35.7	-19.6	+ 5.3
Restaurant .....	- 9.1	- 1.0	+ 3.0	-13.4	-18.4	-19.6	- 2.5	-19.5
Hotel .....	+23.3	+ 6.6	- 0.3	+27.4	+26.4	+104.5	+251.7	+69.3
Luggage .....	- 6.6	- 6.7	+ 0.2	- 5.2	-15.1	-12.8	-16.9	- 7.3
Jewellery .....	+15.9	+16.2	+18.1	+19.3	+22.5	- 7.6	+26.3	- 1.1
Miscellaneous .....	+ 3.3	- 6.4	+18.4	- 1.3	+ 2.8	- 6.6	+21.6	-14.3

## Department Store Sales and Stocks

November 1954 and November 1955

These figures are estimates of total department store sales and stocks.  
Stocks are at selling value.

Department	SALES			STOCKS		
	November 1954	November 1955	Change 1955/54	Oct. 31 1954	Oct. 31 1955	Change 1955/54
	\$'000	\$'000	%	\$'000	\$'000	%
<b>TOTAL, ALL DEPARTMENTS .....</b>	118,603	132,990	+ 12.1	294,238	298,773	+ 1.5
1. Women's and Misses' Dresses.....	2,697	2,914	+ 8.0	5,220	6,071	+ 16.3
2. Women's and Misses' Coats and Suits	3,327	3,558	+ 6.9	5,597	5,909	+ 5.6
3. Women's and Misses' Sportswear.....	2,915	3,467	+ 18.9	8,014	7,984	- 0.4
4. Furs .....	2,606	2,813	+ 7.9	6,829	7,770	+ 13.8
5. Girls' and Infants' Wear .....	7,328	8,119	+ 10.8	14,882	14,259	- 4.2
6. Lingerie and Corsets .....	4,305	4,743	+ 10.2	10,730	10,787	+ 0.5
7. Aprons, Housedresses and Uniforms....	422	464	+ 10.0	1,073	1,143	+ 6.5
8. Millinery .....	1,067	1,141	+ 6.9	1,325	1,286	- 2.9
9. Hosiery and Apparel Accessories .....	4,773	5,200	+ 8.9	10,843	11,372	+ 4.9
10. Women's, Misses' and Children's Shoes	4,934	5,415	+ 9.7	15,851	15,367	- 3.1
<b>Ladies' Apparel and Accessories.</b>						
<b>Total 1 - 10 .....</b>	34,374	37,834	+ 10.1	80,364	81,948	+ 2.0
11. Men's Clothing .....	3,820	4,374	+ 14.5	11,049	10,635	- 3.7
12. Men's Furnishings .....	6,968	8,290	+ 19.0	16,711	16,871	+ 1.0
13. Boys' Clothing and Furnishings .....	3,796	4,223	+ 11.2	8,911	8,897	- 0.2
14. Men's and Boys' Shoes .....	1,998	2,393	+ 19.8	6,004	5,931	- 1.2
15. Food and Kindred Products.....	5,863	6,373	+ 8.7	4,680	5,907	+ 26.2
16. Toiletries, Cosmetics and Drugs .....	2,552	2,873	+ 12.6	6,602	6,689	+ 1.3
17. Photographic Equipment and Supplies..	388	479	+ 23.5	1,123	1,188	+ 5.8
18. Piece Goods .....	2,147	2,408	+ 12.2	8,891	9,180	+ 3.3
19. Linens and Domestics .....	3,269	3,478	+ 6.4	9,618	9,296	- 3.3
20. Smallwares .....	2,316	2,439	+ 5.3	6,614	6,744	+ 2.0
21. China and Glassware .....	1,468	1,572	+ 7.1	8,768	9,140	+ 4.2
22. Home Furnishings .....	6,578	7,133	+ 8.4	24,545	23,644	- 3.7
23. Furniture .....	6,600	6,545	+ 8.3	14,921	14,720	- 1.3
24. Major Appliances .....	4,706	5,823	+ 22.2	13,472	13,649	+ 2.8
25. Radio and Music .....	4,295	4,475	+ 4.2	6,408	7,412	+ 15.7
26. Hardware and Housewares .....	6,143	7,531	+ 22.6	18,066	19,019	+ 5.3
27. Jewellery .....	2,671	2,869	+ 7.4	9,246	8,664	- 5.3
28. Sporting Goods and Luggage .....	6,780	7,884	+ 16.3	18,788	18,858	+ 0.4
29. Stationery, Books and Magazines.....	2,525	2,883	+ 14.2	6,031	6,122	+ 1.5
30. All Other Departments .....	9,843	11,111	+ 12.9	13,726	14,259	+ 3.9



CANADA

# RETAIL TRADE

## DECEMBER, 1955



*Published by Authority of*  
The Right Honourable C. D. Howe, Minister of Trade and Commerce

**DOMINION BUREAU OF STATISTICS**  
Industry and Merchandising Division  
Merchandising and Services Section



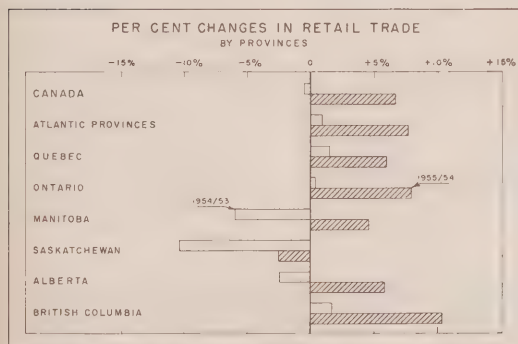
Estimated retail sales in Canada during December 1955 amounting to \$1,339,052,000 were 7.2% above the same month of 1954 to bring the total for the year to \$12,874,099,000. This represents an increase of 6.7% for the year compared with the January-December period of 1954.

### Total Retail Trade in Canada

<u>Period</u>	<u>1954</u> \$'000	<u>1955</u> \$'000	<u>% Change</u> <u>1955/1954</u>
January to September.	8,783,123	9,315,071	+ 6.1
October .....	1,020,037	1,125,404	+ 10.3
November .....	1,013,678	1,094,572	+ 8.0
December .....	1,248,920	1,339,052	+ 7.2
<b>Total .....</b>	<b>12,065,758</b>	<b>12,874,099</b>	<b>+ 6.7</b>

All provinces except Saskatchewan shared in the increased sales in December although Alberta's gain amounted to only 1.5% over December a year ago. Other increases ranged from 6.6% in the Atlantic Provinces to one of 9.8% in British Columbia. Saskatchewan sales were down by 9.2% in December. The same relative positions with respect to change in sales for the year were maintained with Saskatchewan showing a decline of 2.5%. Gains in estimated dollar sales for the year ranged from 4.6% in Manitoba to 10.3% in British Columbia.

For Canada as a whole increased sales were registered in



December for every trade classification for which estimates are made except restaurants, where a very minor decline occurred. Fuel dealers' sales showed the greatest gain (26.4%) over December 1954 with motor vehicle dealers second with



a gain of 13.7%. Other notable increases were evident in sales of furniture, appliance and radio stores (13.5%), family clothing stores (9.5%), grocery and combination stores (7.8%) and department and variety stores each with increases of 7.4%.

The 1955 estimated value of sales was greater than the 1954 figure in all trades again except restaurants. For the year's total, motor vehicle dealers showed the greatest gain at 15.5%. Other increases were: lumber and building material dealers 8.6%; department stores 8.4%; variety stores 6.7%; and grocery and combination stores 6.1%.

Estimates for 1954 shown in this report as well as those on which all percentage changes are based have been revised to account for stores coming into business and those going out of business. Estimates for the months of 1955 have also been revised in that projections have been made on the final 1954 results. These 1955 estimates, however, are still subject to further revision for the sales of stores which came into business or discontinued operations during 1955 and for more complete coverage of the sample. Final estimates incorporating these adjustments will be completed and published later this year. It is of interest to note that the net final adjustment for 1954, that is, new stores, stores going out of business and stores changing from one classification to another, amounted to less than 1% of the preliminary estimates.

Included in this report and following the annual report "Retail Trade 1954" are estimates of inventories at cost value in retail stores. These are shown for specified trades at quarter-end up to September 1955 and, similar to retail sales, the 1955 estimates are subject to revision for changes in store population. These estimates which include chain store inventories and those of independent stores, are not yet available for December 31, 1955.

### Percentage Changes in Selected Retail Trades

January to December 1955 over January to December 1954

#### Chains and Independents

##### Canada

	<u>All Stores</u>	<u>Chains</u>	<u>Independents</u>
Grocery and Combination ....	+ 6.1	+ 10.6	+ 3.3
Family Clothing.....	+ 3.7	+ 1.7	+ 4.1
Women's Clothing.....	+ 1.4	+ 6.7	- 0.4
Shoe.....	+ 1.3	+ 3.2	+ 0.2
Lumber and Building Material.	+ 8.6	+ 1.4	+ 10.5
Furniture, Appliance and Radio	+ 7.1	+ 5.9	+ 7.4
Restaurant.....	- 0.3	- 3.8	- 0.1
Drug.....	+ 1.8	+ 0.8	+ 1.9
Jewellery.....	+ 3.2	+ 5.1	+ 2.2

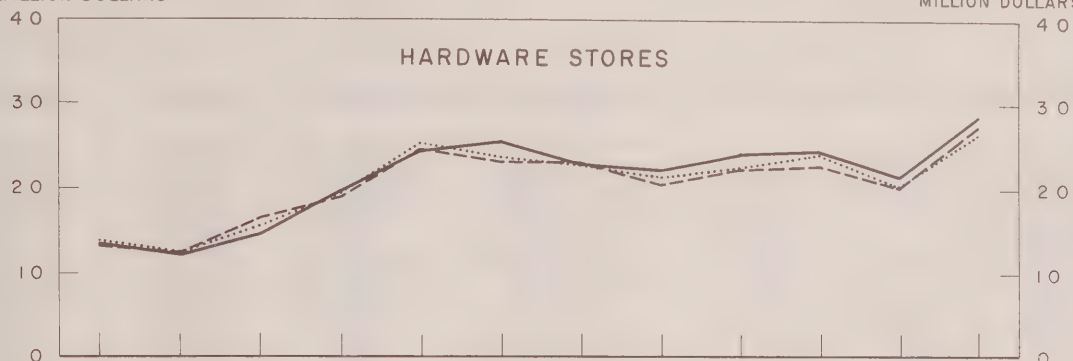
Note: Estimates of department store sales and stocks by departments, usually carried in this report, were not completed in time for inclusion here. These will be published shortly in the regular monthly report "Department Store Sales and Stocks".

# MONTHLY SALES HARDWARE-BUILDING MATERIALS-FUEL

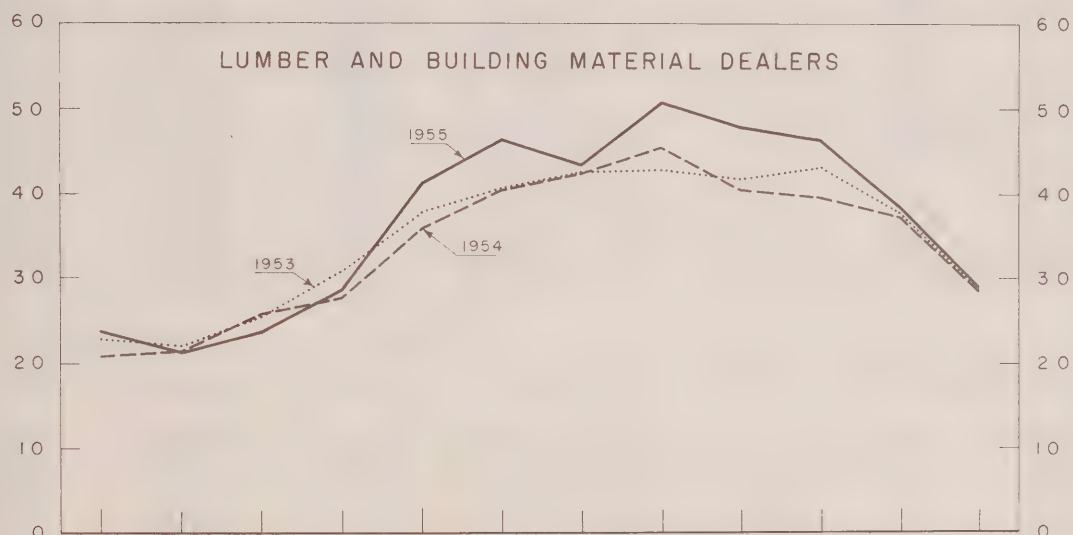
MILLION DOLLARS

MILLION DOLLARS

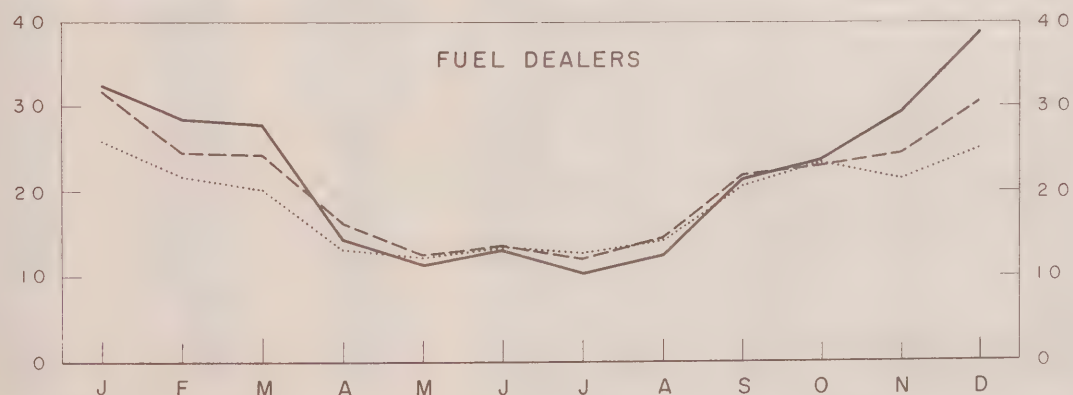
## HARDWARE STORES



## LUMBER AND BUILDING MATERIAL DEALERS



## FUEL DEALERS



December, 1955

(in thousands of dollars)

	KIND OF BUSINESS OR STORE	All Stores	Chain	Independent	All Stores
		Canada			Atlantic
1	TOTAL, ALL TRADES .....	1,339,052	289,966	1,049,086	114,436
2	Grocery & Combination .....	235,871	97,593	138,278	22,648
3	Other Food & Beverage .....	119,589	76,930	42,659	9,273
4	General .....	51,865	3,118	48,747	10,934
5	Department .....	163,327	-	163,327	13,689
6	Variety .....	44,617	37,470	7,147	4,545
7	Motor Vehicle.....	147,633	1,713	145,920	11,280
8	Garage & Filling Station .....	51,699	395	51,304	3,968
9	Men's Clothing .....	32,651	3,887	28,765	1,768
10	Family Clothing .....	31,270	4,496	26,774	4,910
11	Women's Clothing.....	31,158	9,290	21,868	1,726
12	Shoe .....	16,006	6,616	9,390	1,235
13	Hardware .....	28,490	2,622	25,869	2,384
14	Lumber & Building Material .....	28,978	5,475	23,503	1,088
15	Furniture, Appliance & Radio .....	60,521	11,083	49,438	4,762
16	Restaurant .....	35,646	2,771	32,874	1,941
17	Fuel .....	38,759	494	38,265	2,046
18	Drug .....	33,739	4,257	29,482	2,432
19	Jewellery .....	25,695	9,869	15,826	2,049
20	Miscellaneous .....	161,538	11,887	149,650	11,758
		Manitoba			Saskatchewan
21	TOTAL, ALL TRADES .....	69,505	11,043	58,462	58,679
22	Grocery & Combination .....	10,436	3,777	6,659	9,466
23	Other Food & Beverage .....	4,050	3,377	673	3,438
24	General .....	4,855	(a)	(a)	6,180
25	Department .....	13,466	-	13,466	7,631
26	Variety .....	1,113	1,061	52	1,455
27	Motor Vehicle.....	8,079	-	8,079	6,583
28	Garage & Filling Station .....	1,533	(a)	(a)	2,160
29	Men's Clothing .....	1,358	(a)	(a)	983
30	Family Clothing .....	1,023	(a)	(a)	902
31	Women's Clothing .....	566	252	315	684
32	Shoe .....	302	76	226	298
33	Hardware .....	1,978	(a)	(a)	2,300
34	Lumber & Building Material .....	3,606	511	3,095	2,339
35	Furniture, Appliance & Radio.....	3,198	230	2,969	1,417
36	Restaurant .....	2,048	150	1,898	2,253
37	Fuel .....	1,135	-	1,135	858
38	Drug .....	1,732	(a)	(a)	2,009
39	Jewellery .....	1,220	(a)	(a)	1,142
40	Miscellaneous .....	7,807	682	7,125	6,581

(a) Indicates figures withheld to avoid disclosing individual operations, but are included in the totals. Any slight differences between the totals and their components are due to the rounding of the figures.

December, 1955

(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent	No.
Provinces			Quebec			Ontario		
19,818	94,618	308,378	61,851	246,527	539,887	137,148	402,739	1
3,863	18,785	64,304	20,221	44,083	93,401	52,587	40,814	2
(a)	(a)	30,419	14,670	15,750	47,763	32,402	15,361	3
833	10,102	9,474	560	8,915	9,750	572	9,179	4
-	13,689	30,020	-	30,020	55,616	-	55,616	5
4,137	408	11,418	9,000	2,418	20,840	18,197	2,643	6
1,257	10,023	24,799	-	24,799	61,127	(a)	(a)	7
(a)	(a)	11,085	(a)	(a)	22,976	(a)	(a)	8
(a)	(a)	6,795	777	6,018	16,247	2,583	13,665	9
299	4,611	10,832	2,288	8,544	10,248	1,525	8,723	10
329	1,397	7,710	2,147	5,563	14,318	4,767	9,551	11
(a)	(a)	4,519	2,045	2,474	7,828	3,623	4,205	12
(a)	(a)	5,328	(a)	(a)	10,870	1,301	9,569	13
-	1,088	5,217	(a)	(a)	10,867	1,498	9,369	14
456	4,306	14,287	3,820	10,467	27,148	4,495	22,652	15
63	1,878	10,076	803	9,273	12,643	1,112	11,531	16
-	2,046	11,588	-	11,588	19,409	(a)	(a)	17
201	2,231	6,357	510	5,847	15,225	2,051	13,174	18
661	1,388	5,194	1,943	3,251	11,417	4,243	7,174	19
406	11,352	38,956	2,108	36,848	72,194	5,273	66,922	20
Saskatchewan			Alberta			British Columbia		
9,664	49,015	102,522	19,608	82,914	145,649	30,837	114,812	21
2,675	6,791	15,091	5,402	9,689	20,525	9,069	11,457	22
2,251	1,187	8,821	6,328	2,493	15,825	11,217	4,608	23
(a)	(a)	5,570	(a)	(a)	5,100	724	4,376	24
-	7,631	15,919	-	15,919	26,986	-	26,986	25
1,201	254	2,654	2,071	583	2,592	1,803	788	26
-	6,583	15,199	-	15,199	20,566	-	20,566	27
(a)	(a)	4,631	(a)	(a)	5,347	(a)	(a)	28
(a)	(a)	2,588	(a)	(a)	2,911	(a)	(a)	29
(a)	(a)	1,746	178	1,568	1,611	(a)	(a)	30
251	433	2,806	597	2,209	3,348	947	2,401	31
68	230	478	190	288	1,346	302	1,044	32
(a)	(a)	3,280	(a)	(a)	2,350	(a)	(a)	33
1,179	1,160	3,239	1,688	1,551	2,623	338	2,284	34
200	1,218	3,491	432	3,059	6,218	1,451	4,767	35
(a)	(a)	2,698	94	2,604	3,988	513	3,475	36
-	858	72	-	72	3,652	(a)	(a)	37
(a)	(a)	2,546	363	2,183	3,438	902	2,536	38
356	786	1,456	896	560	3,217	1,345	1,872	39
818	5,763	10,237	948	9,289	14,006	1,653	12,353	40



(Without Adjustment for Price Changes)

December 1955 Over December 1954

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES .....	+ 7.2	+ 6.6	+ 9.5	+ 8.7	+ 6.9	- 9.2	+ 1.5	+ 9.8
Grocery & Combination .....	+ 7.8	+ 7.0	+ 6.6	+ 9.0	+ 8.7	+ 4.8	+ 4.8	+11.1
Other Food & Beverage .....	+ 1.6	+ 0.7	+ 4.2	+ 3.7	- 6.3	-27.5	- 5.1	+ 6.3
General .....	+ 2.9	+ 5.8	+ 6.7	+ 3.5	+ 8.8	- 7.2	- 4.2	+ 6.1
Department .....	+ 7.4	+ 6.4	+11.0	+ 5.3	+ 4.0	- 4.2	+10.6	+12.5
Variety .....	+ 7.4	- 0.1	+ 9.4	+ 9.9	- 0.8	- 3.3	+ 6.7	+ 4.8
Motor Vehicle .....	+13.7	+ 5.8	+13.2	+18.8	+43.5	-17.5	+ 6.4	+14.7
Garage & Filling Station .....	+ 4.2	+14.7	+ 9.9	+ 3.0	- 3.6	-16.8	- 4.0	+12.6
Men's Clothing .....	+ 2.0	+ 8.7	+ 0.5	+ 4.2	+ 0.7	-11.4	- 4.4	+ 0.9
Family Clothing .....	+ 9.5	+ 6.0	+13.8	+10.0	- 0.5	- 6.9	+ 4.4	+14.4
Women's Clothing .....	+ 7.2	+ 5.7	+10.3	+ 9.8	-13.3	- 9.4	+ 6.1	+ 0.1
Shoe .....	+ 1.7	+ 1.9	+ 1.8	+ 3.9	-18.2	-19.0	-11.0	+ 5.6
Hardware .....	+ 4.3	+ 8.4	+ 8.4	+ 7.9	+ 3.9	-10.4	- 0.6	+ 0.4
Lumber & Building Material .....	+ 1.7	+ 2.4	+13.3	+ 8.0	+ 8.0	-17.1	-19.1	+ 1.1
Furniture, Appliance & Radio .....	+13.5	+19.3	+14.0	+14.1	+11.5	-14.5	+12.9	+15.3
Restaurant .....	- 0.3	+ 6.6	- 0.2	+ 1.0	- 4.9	- 2.7	- 9.5	+ 3.3
Fuel .....	+26.4	+17.4	+33.6	+21.8	+53.6	+32.8	+53.2	+26.5
Drug .....	+ 3.5	+ 5.7	+ 6.1	+ 3.9	+ 0.3	- 4.7	- 1.3	+ 5.8
Jewellery .....	+ 4.5	+ 2.9	+10.3	+ 3.2	- 6.4	- 6.0	+ 0.5	+13.0
Miscellaneous .....	+ 7.0	+ 7.7	+12.9	+ 8.9	- 1.3	-13.6	- 2.4	+ 5.4



(Without Adjustment for Price Changes)

January to December 1955 Over January to December 1954

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES .....	+ 6.7	+ 7.7	+ 6.0	+ 7.9	+ 4.6	- 2.5	+ 5.8	+10.3
Grocery & Combination .....	+ 6.1	+ 5.3	+ 7.5	+ 5.9	+ 6.2	+ 3.4	+ 2.5	+ 6.5
Other Food & Beverage .....	+ 0.8	+ 1.5	- 1.9	+ 3.1	- 1.4	- 6.8	- 1.0	+ 2.4
General .....	+ 2.6	+ 6.7	+ 3.2	+ 1.9	+ 3.5	- 1.9	- 1.2	+ 3.3
Department .....	+ 8.4	+ 8.8	+ 9.2	+ 8.7	+ 5.8	+ 2.8	+10.5	+ 8.8
Variety .....	+ 6.7	+ 4.0	+ 5.7	+ 7.8	+ 4.8	+ 6.1	+10.7	+ 5.1
Motor Vehicle .....	+15.5	+13.5	+12.0	+20.0	+ 9.4	- 8.3	+15.3	+28.5
Garage & Filling Station .....	+ 3.6	+ 6.4	+ 5.3	+ 2.4	- 2.0	+ 0.3	+ 1.5	+11.2
Men's Clothing .....	+ 3.0	+ 2.6	+ 1.8	+ 4.5	+ 3.8	- 3.4	+ 3.6	+ 1.2
Family Clothing .....	+ 3.7	- 0.9	+ 5.4	+ 5.3	+ 1.8	- 7.0	+ 3.3	+ 8.3
Women's Clothing .....	+ 1.4	+ 5.0	+ 2.0	+ 2.0	+ 0.5	- 6.4	- 0.1	- 0.5
Shoe .....	+ 1.3	- 0.3	- 0.6	+ 3.6	- 7.6	- 5.7	+ 4.1	+ 1.1
Hardware .....	+ 2.9	+ 4.5	+ 6.5	+ 2.9	+ 1.1	- 5.1	+ 2.5	+ 4.1
Lumber & Building Material .....	+ 8.6	+ 6.9	+15.8	+12.3	+ 7.5	- 7.9	+ 0.2	+18.4
Furniture, Appliance & Radio .....	+ 7.1	+22.6	+ 2.0	+ 5.9	+ 5.1	+12.6	+22.1	+ 4.8
Restaurant .....	- 0.3	+ 4.1	+ 1.7	+ 0.8	- 2.4	- 5.0	- 7.9	- 1.8
Fuel .....	+ 5.8	- 2.5	+ 5.3	+ 5.2	+ 1.4	+ 2.7	+ 0.8	+16.3
Drug .....	+ 1.8	+ 3.2	+ 2.2	+ 1.4	+ 1.2	- 0.5	+ 0.3	+ 4.2
Jewellery .....	+ 3.2	+ 4.2	- 0.3	+ 5.2	- 1.2	- 0.1	+ 2.8	+ 5.0
Miscellaneous .....	+ 6.4	+13.5	+ 4.4	+ 8.7	+ 4.1	- 0.7	+ 5.0	+ 5.0

## Percentage Changes in Retail Trade — By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

December 1955 Over November 1955

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES .....	+ 22.3	+ 27.1	+ 16.8	+ 27.2	+ 21.8	- 0.3	+ 17.0	+ 29.5
Grocery & Combination .....	+ 19.7	+ 27.6	+ 14.6	+ 21.8	+ 22.1	+ 15.7	+ 23.7	+ 16.6
Other Food & Beverage .....	+ 60.1	+ 55.0	+ 43.9	+ 62.0	+ 83.1	+ 44.0	+ 89.2	+ 79.4
General .....	+ 18.1	+ 18.2	+ 20.3	+ 17.2	+ 26.6	+ 18.7	+ 12.5	+ 13.8
Department .....	+ 22.8	+ 25.3	+ 26.0	+ 18.7	+ 15.0	+ 13.3	+ 24.3	+ 34.0
Variety .....	+ 95.3	+ 79.3	+ 91.5	+ 99.0	+104.2	+ 86.5	+ 95.3	+116.4
Motor Vehicle .....	- 4.2	- 9.5	- 22.9	+ 4.6	+ 24.4	- 27.4	- 2.4	+ 3.3
Garage & Filling Station .....	- 0.1	- 9.1	+ 1.0	+ 6.7	- 31.8	- 38.1	+ 17.1	+ 2.7
Men's Clothing .....	+ 49.6	+ 65.9	+ 17.5	+ 78.7	- 4.8	+ 30.0	+ 58.0	+ 40.6
Family Clothing .....	+ 59.2	+ 79.5	+ 55.9	+ 64.2	+ 33.9	+ 23.8	+ 42.4	+ 61.4
Women's Clothing .....	+ 67.9	+ 54.5	+ 76.4	+ 66.4	+ 21.5	+ 52.7	+ 78.5	+ 69.3
Shoe .....	+ 42.6	+ 61.9	+ 46.0	+ 43.5	+ 13.1	+ 21.1	+ 2.8	+ 43.8
Hardware .....	+ 32.3	+ 35.3	+ 12.5	+ 36.0	+ 52.0	+ 25.3	+ 40.4	+ 49.1
Lumber & Building Material .....	- 25.0	- 27.1	- 27.2	- 22.8	- 8.9	- 44.5	- 31.4	- 12.9
Furniture, Appliance & Radio .....	+ 28.9	+ 64.4	+ 22.3	+ 30.7	+ 88.8	+ 13.2	- 10.2	+ 30.3
Restaurant .....	- 3.9	+ 11.4	- 12.0	- 8.3	+ 0.7	+ 21.3	- 0.1	+ 12.8
Fuel .....	+ 32.1	+ 42.3	+ 60.3	+ 29.3	+ 48.2	- 3.9	- 29.4	- 6.4
Drug .....	+ 49.8	+ 54.4	+ 37.8	+ 56.4	+ 46.5	+ 38.7	+ 58.1	+ 46.0
Jewellery .....	+131.3	+150.7	+132.5	+109.5	+124.4	+125.4	+194.9	+202.3
Miscellaneous .....	+ 16.5	+ 25.3	+ 6.5	+ 27.8	+ 10.5	- 25.3	- 10.0	+ 56.3

Estimated Retail Inventories (at cost) by Kind of Business  
for Canada, at specified dates, 1954 and 1955

(in thousands of dollars)

Kind of Business or Store	December 31, 1954	March 31, 1955	June 30, 1955	September 30, 1955
TOTAL, ALL TRADES.....	1,662,118	1,775,139	1,795,630	1,781,434
Grocery & Combination .....	174,129	177,249	178,433	181,706
Men's Clothing .....	66,850	72,373	69,746	71,650
Family Clothing .....	56,257	61,533	61,213	64,325
Women's Clothing .....	48,040	55,298	51,522	56,501
Shoe .....	43,555	47,686	46,393	49,112
Hardware .....	79,648	83,582	83,508	83,676
Lumber & Building Material ...	89,698	82,580	79,022	75,588
Furniture, Appliance & Radio •	75,434	91,898	92,295	94,750
Drug .....	60,464	59,382	57,667	60,146
Jewellery .....	41,003	40,849	42,910	42,874
Variety .....	35,741	43,957	42,418	44,347
Motor Vehicles .....	216,895	262,733	308,423	243,085
Department .....	156,752	178,854	161,925	178,541

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(in thousands of dollars)

KIND OF BUSINESS OR STORE		All Stores	Chain	Independent	All Stores
		Canada			Atlantic
1	TOTAL, ALL TRADES .....	12,874,099	2,292,530	10,581,568	1,104,217
2	Grocery & Combination .....	2,417,363	955,218	1,462,145	230,590
3	Other Food & Beverage .....	931,531	472,018	459,513	79,578
4	General .....	528,170	32,639	495,530	116,255
5	Department .....	1,150,917	-	1,150,917	93,516
6	Variety .....	249,220	207,191	42,029	24,810
7	Motor Vehicle .....	2,344,124	27,106	2,317,018	194,949
8	Garage & Filling Station .....	655,154	5,094	650,060	51,290
9	Men's Clothing .....	213,348	25,729	187,619	11,609
10	Family Clothing .....	198,371	32,616	165,755	29,121
11	Women's Clothing .....	224,355	58,495	165,860	11,971
12	Shoe .....	122,294	46,820	75,473	9,656
13	Hardware .....	253,637	19,225	234,412	18,938
14	Lumber & Building Material .....	441,098	85,406	355,692	15,657
15	Furniture, Appliance & Radio .....	520,147	102,902	417,246	36,601
16	Restaurant .....	451,033	32,613	418,420	23,013
17	Fuel .....	264,239	3,458	260,781	14,411
18	Drug .....	286,827	36,209	250,618	20,127
19	Jewellery .....	119,473	40,955	78,518	9,301
20	Miscellaneous .....	1,502,799	108,836	1,393,962	112,823
		Manitoba			Saskatchewan
21	TOTAL, ALL TRADES .....	666,634	89,997	576,636	739,685
22	Grocery & Combination .....	109,278	38,386	70,892	98,348
23	Other Food & Beverage .....	28,704	17,980	10,724	29,764
24	General .....	45,444	(a)	(a)	66,686
25	Department .....	102,929	-	102,929	57,620
26	Variety .....	6,020	5,739	280	8,706
27	Motor Vehicle .....	108,321	-	108,321	149,270
28	Garage & Filling Station .....	24,248	(a)	(a)	44,670
29	Men's Clothing .....	8,632	(a)	(a)	7,259
30	Family Clothing .....	7,101	(a)	(a)	9,016
31	Women's Clothing .....	5,679	2,177	3,502	6,730
32	Shoe .....	3,308	722	2,586	3,263
33	Hardware .....	14,375	(a)	(a)	22,921
34	Lumber & Building Material .....	45,298	8,192	37,105	47,233
35	Furniture, Appliance & Radio .....	20,095	1,676	18,419	16,986
36	Restaurant .....	25,003	1,961	23,042	26,888
37	Fuel .....	6,914	-	6,914	6,524
38	Drug .....	15,836	(a)	(a)	17,565
39	Jewellery .....	6,049	(a)	(a)	5,862
40	Miscellaneous .....	83,400	6,901	76,499	114,373

(a) Indicates figures withheld to avoid disclosing individual operations, but are included in the totals. Any slight differences between the totals and their components are due to the rounding of the figures.



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(In thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent	No.
Provinces			Quebec			Ontario		
165,688	938,530	2,964,907	480,699	2,484,208	5,000,846	1,075,961	3,924,883	1
37,239	193,351	680,964	206,352	474,612	940,056	514,253	425,803	2
48,907	30,671	243,771	79,462	164,309	379,389	212,513	166,876	3
10,386	105,869	90,643	5,264	85,378	102,780	4,965	97,815	4
-	93,516	209,695	-	209,695	383,987	-	383,987	5
22,073	2,736	69,943	54,515	15,429	112,010	97,155	14,855	6
22,504	172,446	478,901	-	478,901	898,176	(a)	(a)	7
(a)	(a)	126,004	(a)	(a)	284,288	(a)	(a)	8
(a)	(a)	56,214	4,761	51,454	93,226	16,285	76,940	9
2,308	26,814	68,246	16,573	51,673	61,420	10,276	51,144	10
1,952	10,019	58,019	14,620	43,400	95,736	26,209	69,528	11
(a)	(a)	33,202	13,379	19,823	55,678	25,704	29,974	12
(a)	(a)	52,359	(a)	(a)	98,663	8,332	90,331	13
-	15,657	80,059	(a)	(a)	158,544	20,013	138,531	14
5,123	31,479	125,031	35,831	89,199	231,548	41,173	190,375	15
696	22,317	115,376	9,180	106,195	177,557	12,751	164,807	16
-	14,411	70,016	-	70,016	134,768	(a)	(a)	17
1,746	18,382	57,467	5,271	52,196	124,098	16,699	107,399	18
2,566	6,735	23,951	7,633	16,318	54,550	18,424	36,127	19
4,545	108,278	325,046	16,998	308,048	614,370	43,281	571,089	20
Saskatchewan		Alberta			British Columbia			
93,819	645,866	1,019,132	154,490	864,639	1,378,681	231,873	1,146,808	21
27,001	71,347	143,259	49,942	93,317	214,868	82,045	132,823	22
16,627	13,137	58,946	34,361	24,586	111,378	62,168	49,210	23
(a)	(a)	55,478	(a)	(a)	50,884	7,987	42,898	24
-	57,620	113,867	-	113,867	189,302	-	189,302	25
7,192	1,514	13,908	10,883	3,025	13,824	9,634	4,190	26
-	149,270	209,869	-	209,869	304,637	-	304,637	27
(a)	(a)	63,737	(a)	(a)	60,917	(a)	(a)	28
(a)	(a)	16,267	(a)	(a)	20,140	(a)	(a)	29
(a)	(a)	12,059	1,797	10,262	11,407	(a)	(a)	30
2,013	4,716	20,718	4,863	15,854	25,502	6,661	18,841	31
732	2,531	5,353	1,764	3,589	11,834	2,501	9,334	32
(a)	(a)	27,242	(a)	(a)	19,138	(a)	(a)	33
22,589	24,644	53,267	26,390	26,877	41,040	4,458	36,581	34
2,282	14,705	39,603	4,124	35,478	50,283	12,692	37,591	35
(a)	(a)	33,446	1,278	32,168	49,750	6,387	43,362	36
-	6,524	527	-	527	31,081	(a)	(a)	37
(a)	(a)	21,355	3,141	18,214	30,378	7,400	22,979	38
1,489	4,374	6,037	3,618	2,419	13,722	5,345	8,378	39
8,151	106,222	124,192	8,912	115,281	128,594	20,048	108,546	40



(in thousands of dollars)

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
<u>Total - All Trades</u>								
January	840,073	71,576	187,018	334,239	43,822	43,826	66,297	93,293
February	798,533	66,765	181,950	322,554	40,394	38,933	60,598	87,340
March	915,875	81,703	211,090	359,792	42,145	43,503	70,829	105,815
April	1,101,038	94,077	257,811	426,188	58,372	64,160	85,722	114,706
May	1,123,962	100,088	261,487	433,310	57,867	69,466	87,926	113,814
June	1,189,241	102,607	277,435	457,760	58,329	73,416	91,925	127,770
July	1,112,308	98,079	250,053	430,662	59,815	69,529	86,874	117,295
August	1,112,250	96,896	247,401	415,587	57,099	80,167	92,411	122,686
September	1,121,791	92,541	255,428	426,640	61,255	71,980	93,076	120,876
October	1,125,404	95,390	262,900	429,691	59,977	67,182	93,316	116,946
November	1,094,572	90,059	263,944	424,531	57,058	58,849	87,637	112,499
December	1,339,052	114,436	308,378	539,887	69,505	58,679	102,522	145,649
ANNUAL TOTAL	12,874,099	1,110,217	2,964,907	5,000,846	666,634	739,685	1,019,132	1,378,681
<u>Grocery and Combination Stores</u>								
January	181,989	17,726	51,560	70,237	8,001	6,978	10,454	17,033
February	175,155	17,540	49,184	68,661	7,617	6,704	9,564	15,886
March	188,617	18,177	51,499	74,464	8,513	7,837	10,753	17,375
April	207,947	20,038	58,712	80,750	9,358	7,908	12,158	19,022
May	196,872	18,759	56,845	75,988	9,362	8,312	11,175	16,430
June	209,358	19,333	59,728	81,121	9,659	8,829	12,307	18,382
July	210,318	19,821	60,161	80,122	9,914	8,547	12,389	19,364
August	198,430	18,388	55,970	77,661	8,858	8,138	11,782	17,631
September	205,905	19,930	56,808	80,882	9,788	8,708	12,340	17,450
October	209,779	20,478	60,075	80,053	9,224	8,739	13,042	18,169
November	197,122	17,752	56,118	76,715	8,549	8,183	12,203	17,602
December	235,870	22,648	64,304	93,401	10,436	9,466	15,091	20,525
ANNUAL TOTAL	2,417,363	230,590	680,964	940,056	109,278	98,348	143,259	214,868

the total and the percentages are due to the rounding of the figures.

(in thousands of dollars)

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
<u>Other Food and Beverages</u>								
January	59,692	4,742	16,031	23,855	1,808	2,226	3,995	7,035
February	61,907	5,268	17,039	24,563	1,785	2,075	4,116	7,061
March	66,544	5,775	17,746	26,834	1,839	2,136	4,210	8,005
April	76,134	6,629	20,476	30,703	2,142	2,419	4,696	9,068
May	73,124	6,023	20,210	29,232	2,272	2,315	4,591	8,482
June	78,488	6,227	19,653	33,189	2,554	2,586	4,641	8,939
July	82,411	7,614	20,009	35,615	2,526	2,410	4,708	9,529
August	79,880	7,789	20,124	32,997	2,444	2,406	4,516	9,603
September	79,713	7,034	20,408	32,705	2,436	2,586	4,726	9,819
October	79,360	6,222	20,521	32,447	2,637	2,778	5,264	9,190
November	74,688	5,983	21,135	29,488	2,212	2,388	4,662	8,821
December	119,589	9,273	30,419	47,763	4,050	3,438	8,821	15,825
ANNUAL TOTAL	931,531	79,578	243,771	379,389	28,704	29,764	58,946	111,378
<u>General Stores</u>								
January	34,590	8,457	5,219	6,560	2,986	4,554	3,716	3,098
February	32,804	7,492	5,188	6,519	2,940	3,812	3,420	3,433
March	36,674	8,834	5,472	6,898	3,064	4,880	3,910	3,617
April	41,998	9,747	7,395	7,740	3,596	5,150	4,250	4,120
May	46,360	10,818	8,359	8,834	4,064	5,397	4,654	4,233
June	48,120	9,820	8,371	9,544	3,906	6,565	5,298	4,617
July	50,703	11,533	7,824	11,106	4,427	6,036	4,918	4,859
August	48,330	9,642	8,617	9,862	4,108	6,469	4,832	4,801
September	46,815	9,750	8,263	8,856	3,937	6,466	5,024	4,519
October	45,996	9,975	8,587	8,793	3,726	5,972	4,935	4,007
November	43,914	9,253	7,873	8,316	3,836	5,206	4,950	4,480
December	51,864	10,934	9,474	9,750	4,855	6,180	5,570	5,100
ANNUAL TOTAL	528,170	116,255	90,643	102,780	45,444	66,686	55,478	50,884

Note: Any slight differences between the totals and their components are due to the rounding of the figures.

# ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1955

14

(in thousands of dollars)

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
<u>Department Stores</u>								
January	69,000	5,000	11,838	22,843	6,667	3,788	7,504	11,360
February	67,770	5,005	12,222	22,371	6,477	3,312	6,762	11,621
March	81,847	6,925	15,133	27,218	7,231	3,916	8,145	13,278
April	90,370	7,335	17,206	30,680	8,055	4,612	8,437	14,045
May	93,231	8,298	17,995	30,932	8,284	4,645	8,551	14,527
June	90,594	7,779	16,672	30,479	7,815	4,776	8,383	14,690
July	71,051	5,779	11,514	21,462	7,675	3,693	7,694	13,235
August	81,203	6,814	14,451	25,471	6,899	4,056	8,371	15,140
September	102,268	7,656	19,373	33,392	9,326	4,917	10,646	16,959
October	107,266	8,313	19,445	36,659	9,329	5,539	10,651	17,330
November	132,990	10,924	23,826	46,864	11,705	6,735	12,805	20,132
December	163,327	13,689	30,020	55,616	13,466	7,631	15,919	26,986
ANNUAL TOTAL	1,150,917	93,516	209,695	383,987	102,929	57,620	113,867	189,302
<u>Variety Stores</u>								
January	12,799	1,102	3,682	5,743	326	461	714	770
February	13,110	1,208	3,597	6,015	306	500	698	786
March	15,109	1,441	4,206	6,933	362	521	798	848
April	21,370	2,077	6,208	9,511	564	740	1,117	1,154
May	19,472	1,869	5,935	8,596	469	648	965	990
June	20,273	1,963	6,094	8,852	467	736	1,106	1,055
July	19,279	1,955	5,342	8,593	446	695	1,151	1,097
August	18,003	1,891	5,119	7,755	414	684	1,043	1,096
September	20,652	2,115	6,040	9,102	466	705	1,105	1,120
October	21,685	2,107	6,341	9,596	542	781	1,198	1,119
November	22,850	2,535	5,961	10,472	545	780	1,358	1,198
December	44,617	4,545	11,418	20,840	1,113	1,455	2,654	2,592
ANNUAL TOTAL	249,220	24,810	69,943	112,010	6,020	8,706	13,908	13,824

... to the rounding of the figures.



## (in thousands of dollars)

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
<u>Motor Vehicle Dealers</u>								
January	126,554	9,506	20,855	50,963	6,246	8,604	12,102	18,278
February	129,760	10,065	22,632	54,868	6,053	6,865	10,715	18,562
March	173,938	16,034	35,441	67,654	5,542	8,622	15,166	25,479
April	245,238	20,712	51,688	94,391	13,795	16,476	20,357	27,819
May	257,800	23,636	52,429	102,382	11,929	17,031	21,308	29,084
June	274,632	24,172	60,621	103,488	10,309	17,208	22,366	36,467
July	233,616	19,380	51,828	88,593	11,884	16,165	17,857	27,910
August	221,554	18,779	46,419	79,764	9,017	17,109	20,548	29,918
September	194,995	14,120	40,339	70,174	9,568	14,675	19,442	26,676
October	184,310	14,807	39,691	66,339	9,402	10,859	19,238	23,974
November	154,094	12,458	32,158	58,432	6,495	9,072	15,574	19,905
December	147,633	11,280	24,799	61,127	8,079	6,583	15,199	20,566
ANNUAL TOTAL	2,344,124	194,949	478,901	898,176	108,321	149,270	209,869	304,637
<u>Garages and Filling Stations</u>								
January	44,292	3,425	9,235	19,958	1,492	1,855	4,647	3,682
February	40,869	2,302	7,965	19,549	1,288	1,739	4,695	3,331
March	44,471	3,698	8,299	19,702	1,512	1,507	4,771	4,980
April	53,521	2,748	10,815	24,129	1,820	2,800	6,564	4,645
May	59,436	4,183	11,411	26,792	1,965	4,278	5,709	5,098
June	62,434	5,198	11,984	26,660	2,579	4,437	5,940	5,635
July	65,451	5,759	12,013	27,456	2,274	4,849	6,698	6,402
August	62,544	5,194	10,888	25,814	2,536	6,621	6,011	5,480
September	59,676	5,505	10,820	24,327	2,618	5,946	4,641	5,819
October	58,993	4,944	10,509	25,399	2,383	4,990	5,476	5,292
November	51,768	4,366	10,980	21,525	2,248	3,488	3,955	5,207
December	51,699	3,968	11,085	22,976	1,533	2,160	4,631	5,347
ANNUAL TOTAL	655,154	51,290	126,004	284,288	24,248	44,670	63,737	60,917

Note: Any slight differences between the totals and their components are due to the rounding of the figures.

(in thousands of dollars)

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
<u>Men's Clothing Stores</u>								
January	14,087	793	3,868	5,666	544	609	1,234	1,374
February	12,260	665	3,074	5,747	247	483	971	1,074
March	14,436	739	4,074	6,627	303	426	876	1,392
April	18,461	982	5,871	7,732	441	627	1,391	1,417
May	16,666	934	5,074	7,122	381	514	1,188	1,452
June	18,048	1,154	4,987	7,761	631	565	1,390	1,560
July	15,202	813	3,720	6,568	881	415	1,110	1,695
August	14,426	788	4,306	5,514	865	492	1,100	1,361
September	15,722	915	3,531	6,940	686	662	1,238	1,751
October	19,557	993	5,131	8,210	868	728	1,543	2,085
November	21,830	1,066	5,783	9,091	1,427	756	1,638	2,070
December	32,651	1,768	6,795	16,247	1,358	983	2,588	2,911
ANNUAL TOTAL	213,348	11,609	56,214	93,226	8,632	7,259	16,267	20,140
<u>Family Clothing Stores</u>								
January	11,920	1,678	3,554	3,983	606	548	748	804
February	9,661	1,488	3,124	3,176	293	406	630	544
March	12,292	1,852	4,692	3,668	379	452	704	544
April	18,301	2,330	6,418	5,687	670	856	1,039	1,300
May	15,341	2,242	5,403	4,676	535	747	898	840
June	16,832	2,545	6,038	4,644	552	1,057	1,074	922
July	15,686	2,213	5,187	4,650	622	1,139	929	946
August	13,188	2,096	4,015	3,916	439	760	896	1,066
September	16,038	2,453	5,217	5,278	585	620	998	886
October	18,203	2,580	6,816	5,254	633	802	1,173	945
November	19,640	2,735	6,949	6,240	764	728	1,226	998
December	31,270	4,910	10,832	10,248	1,023	902	1,746	1,611
ANNUAL TOTAL	198,371	29,121	68,246	61,420	7,101	9,017	12,059	11,407



(in thousands of dollars)

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
<u>Women's Clothing Stores</u>								
January	15,318	796	3,432	6,704	404	598	1,371	2,012
February	13,487	718	4,346	5,338	349	428	935	1,372
March	14,933	940	3,918	6,340	402	471	1,164	1,698
April	20,549	1,092	5,900	8,481	551	797	1,523	2,205
May	19,858	1,016	5,728	7,921	511	576	1,857	2,248
June	20,139	881	5,947	8,196	522	532	1,842	2,220
July	17,587	958	3,994	7,324	507	482	2,011	2,311
August	15,298	896	3,979	6,085	376	508	1,620	1,833
September	18,420	881	4,582	7,999	512	532	1,865	2,049
October	19,052	950	4,113	8,424	514	674	2,149	2,227
November	18,557	1,116	4,370	8,606	466	448	1,572	1,978
December	31,158	1,726	7,710	14,318	566	684	2,806	3,348
ANNUAL TOTAL	224,355	11,971	58,019	95,736	5,679	6,730	20,718	25,502
<u>Shoe Stores</u>								
January	7,112	556	1,684	3,307	190	207	375	793
February	5,828	503	1,384	2,778	116	158	259	630
March	7,059	639	1,746	3,228	181	173	355	737
April	11,973	970	3,457	5,179	402	344	542	1,079
May	11,027	819	3,286	4,770	334	306	517	994
June	11,910	1,009	3,685	4,862	363	332	579	1,080
July	9,468	796	2,352	4,283	287	329	428	992
August	8,673	667	2,115	3,980	258	281	406	966
September	11,358	975	3,099	5,050	296	306	462	1,170
October	10,654	724	2,777	4,958	313	283	487	1,112
November	11,225	763	3,096	5,454	267	246	465	936
December	16,006	1,235	4,518	7,828	302	298	478	1,346
ANNUAL TOTAL	122,294	9,656	33,202	55,678	3,308	3,263	5,353	11,834

Note: Any slight differences between the totals and their components are due to the rounding of the figures.

# ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1955

18

(in thousands of dollars)

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
<u>Hardware Stores</u>								
January	13,402	853	2,992	5,597	642	903	1,471	944
February	12,289	826	2,530	4,868	726	897	1,348	1,094
March	14,707	958	2,910	6,167	645	1,192	1,583	1,252
April	19,702	1,568	3,559	8,138	1,102	1,793	2,013	1,528
May	24,558	1,528	5,079	10,342	1,176	2,201	2,680	1,552
June	25,462	1,735	5,412	9,816	1,347	2,695	2,726	1,730
July	22,832	1,731	4,710	9,096	1,428	2,063	2,249	1,554
August	22,254	1,716	4,689	8,014	1,232	2,256	2,542	1,806
September	24,022	1,848	5,360	8,636	1,452	2,340	2,455	1,932
October	24,376	2,029	5,052	9,125	1,345	2,446	2,560	1,820
November	21,542	1,762	4,738	7,994	1,301	1,835	2,336	1,576
December	28,490	2,384	5,328	10,870	1,978	2,300	3,280	2,350
ANNUAL TOTAL	253,637	18,938	52,359	98,663	14,375	22,921	27,242	19,138
<u>Lumber and Building Material Dealers</u>								
January	23,850	675	3,547	9,159	2,571	2,109	2,566	3,222
February	21,268	764	3,963	7,532	1,962	2,052	2,693	2,302
March	23,785	938	5,179	8,569	2,276	1,930	2,401	2,492
April	28,491	986	5,505	10,944	2,400	1,936	3,193	3,527
May	41,171	1,433	8,007	15,995	3,867	3,609	4,112	4,148
June	46,531	1,657	8,732	17,020	4,379	5,080	5,344	4,319
July	42,367	1,532	8,288	14,979	4,230	5,343	5,629	3,365
August	50,840	1,886	9,016	17,262	5,084	6,714	6,717	4,160
September	47,890	1,592	8,053	16,656	5,784	5,845	6,034	3,926
October	46,284	1,614	7,379	15,486	5,181	6,060	6,617	3,947
November	38,643	1,492	7,171	14,075	3,957	4,216	4,722	3,010
December	28,978	1,088	5,217	10,867	3,606	2,339	3,239	2,623
ANNUAL TOTAL	441,098	15,657	80,059	158,544	45,298	47,233	53,267	41,040

Note: Slight differences between the totals and their components are due to the rounding of the figures.

(in thousands of dollars)

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
<u>Furniture, Appliance and Radio Stores</u>								
January	40,704	2,488	7,158	20,755	1,653	1,350	3,664	3,637
February	34,712	2,180	5,978	17,136	1,635	886	3,200	3,698
March	38,998	3,007	8,639	17,751	1,275	1,373	2,918	4,036
April	39,522	2,393	10,951	16,746	1,325	2,056	2,678	3,375
May	38,845	2,679	10,154	17,182	1,016	1,207	3,385	3,223
June	42,858	3,875	11,744	17,598	1,237	1,342	3,361	3,700
July	41,612	3,157	9,896	18,538	1,477	1,620	2,692	4,232
August	40,972	2,999	10,700	17,494	1,512	1,256	2,784	4,228
September	46,110	2,765	11,245	20,998	1,891	1,586	3,212	4,414
October	48,339	3,400	12,597	19,436	2,182	1,643	4,329	4,752
November	46,954	2,897	11,681	20,769	1,694	1,252	3,889	4,771
December	60,521	4,762	14,287	27,148	3,198	1,417	3,491	6,218
ANNUAL TOTAL	520,147	36,601	125,031	231,548	20,095	16,986	39,603	50,283
<u>Restaurants</u>								
January	32,113	1,262	8,622	12,443	1,850	2,077	2,225	3,633
February	29,958	1,227	7,982	11,953	1,606	2,019	1,910	3,261
March	32,547	1,891	7,938	13,160	1,803	1,830	2,240	3,686
April	37,392	2,004	9,205	14,327	2,270	2,247	2,653	4,685
May	39,258	2,204	9,101	15,626	2,425	2,480	3,333	4,090
June	38,893	2,268	9,267	15,652	2,128	2,463	2,866	4,249
July	41,269	2,171	8,998	17,942	2,068	2,340	3,371	4,378
August	44,822	2,576	10,898	17,768	2,027	2,662	3,461	5,430
September	41,443	1,752	10,754	16,594	2,221	2,282	3,278	4,562
October	40,590	1,976	11,081	15,669	2,525	2,378	2,709	4,252
November	37,104	1,742	11,454	13,781	2,033	1,857	2,701	3,536
December	35,646	1,941	10,076	12,643	2,048	2,253	2,698	3,988
ANNUAL TOTAL	451,033	23,013	115,376	177,557	25,003	26,888	33,446	49,750

Note: Any slight differences between the totals and their components are due to the rounding of the figures.



## ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1955

20

(in thousands of dollars)

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
<u>Fuels</u>								
January	32,381	1,358	8,670	16,624	1,061	656	97	3,915
February	28,403	1,734	7,858	14,774	814	546	43	2,635
March	27,851	1,575	7,429	13,920	940	569	66	3,352
April	14,454	930	3,722	6,881	287	295	31	2,308
May	11,582	899	2,587	5,076	262	440	29	2,289
June	13,155	540	2,869	7,000	167	355	17	2,207
July	10,414	638	2,552	5,313	139	374	10	1,389
August	12,581	641	2,990	7,198	280	264	12	1,196
September	21,550	1,264	5,442	11,660	577	662	19	1,926
October	23,765	1,348	7,078	11,897	486	613	29	2,314
November	29,345	1,438	7,231	15,016	766	893	102	3,900
December	38,759	2,046	11,588	19,409	1,135	858	72	3,652
ANNUAL TOTAL	264,239	14,411	70,016	134,768	6,914	6,524	527	31,081
<u>Drug Stores</u>								
January	22,565	1,490	4,640	9,664	1,179	1,438	1,782	2,370
February	21,270	1,496	4,373	8,964	1,404	1,206	1,565	2,261
March	22,748	1,625	4,737	9,594	1,222	1,356	1,667	2,548
April	23,833	1,733	4,819	10,305	1,264	1,382	1,674	2,657
May	22,499	1,474	4,800	9,587	1,292	1,302	1,681	2,362
June	23,355	1,638	4,483	10,338	1,291	1,380	1,803	2,423
July	22,331	1,596	4,620	9,322	1,242	1,394	1,700	2,457
August	23,950	1,671	4,727	10,637	1,350	1,433	1,672	2,461
September	23,871	1,648	4,644	10,382	1,287	1,587	1,791	2,532
October	24,146	1,748	4,654	10,342	1,393	1,631	1,864	2,514
November	22,520	1,575	4,612	9,737	1,182	1,448	1,611	2,355
December	33,738	2,432	6,357	15,225	1,732	2,009	2,546	3,438
ANNUAL TOTAL	286,827	20,127	57,467	124,098	15,836	17,565	21,355	30,378

Note: Any slight differences between the totals and their components are due to the rounding of the figures.

# ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1952

(in thousands of dollars)

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
<u>Jewellery Stores</u>								
January	7,163	409	1,114	3,844	300	445	370	681
February	6,593	518	1,250	3,125	348	319	322	711
March	7,458	553	1,482	3,346	409	519	336	813
April	7,448	498	1,645	3,312	427	326	360	880
May	7,966	678	1,426	3,598	449	507	423	885
June	9,157	807	1,744	4,149	468	427	446	1,115
July	8,574	629	1,624	3,926	461	379	444	1,110
August	9,873	833	2,342	4,189	520	366	498	1,125
September	9,288	794	2,086	3,195	425	506	450	1,112
October	9,149	714	1,809	4,280	478	419	439	1,010
November	11,109	817	2,234	5,450	544	507	494	1,064
December	25,695	2,049	5,194	11,417	1,220	1,142	1,456	3,217
ANNUAL TOTAL	119,473	9,301	23,951	54,550	6,049	5,862	6,037	13,722
<u>Miscellaneous</u>								
January	90,542	9,260	19,317	36,334	5,296	4,420	7,262	8,652
February	81,429	5,766	18,261	34,617	4,428	4,526	6,752	7,078
March	91,861	6,102	20,550	37,719	5,247	3,793	8,766	9,683
April	124,334	9,305	24,259	50,552	7,903	11,396	11,046	9,872
May	128,896	10,596	27,658	48,659	7,274	12,951	10,870	10,887
June	139,002	9,306	29,404	57,391	7,955	12,051	10,436	12,460
July	131,137	10,004	25,421	55,774	7,327	11,256	10,886	10,470
August	145,429	11,630	26,036	54,206	8,880	17,692	13,600	13,385
September	136,055	9,544	29,364	53,094	7,400	11,049	13,350	12,254
October	133,900	10,168	29,244	57,324	6,816	9,847	9,613	10,887
November	138,677	9,385	36,574	56,506	7,067	8,811	11,374	8,960
December	161,538	11,758	38,956	72,194	7,807	6,581	10,237	14,006
ANNUAL TOTAL	1,502,799	112,823	325,046	614,370	83,400	114,373	124,192	128,594

Note: Any slight differences between the totals and their components are due to the rounding of the figures.



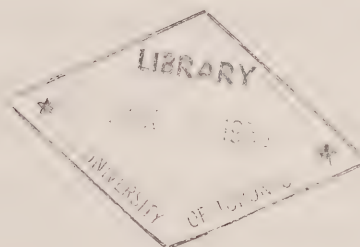




CANADA

# RETAIL TRADE

JANUARY, 1956



*Published by Authority of*

The Right Honourable C. D. Howe, Minister of Trade and Commerce

**DOMINION BUREAU OF STATISTICS**

Industry and Merchandising Division

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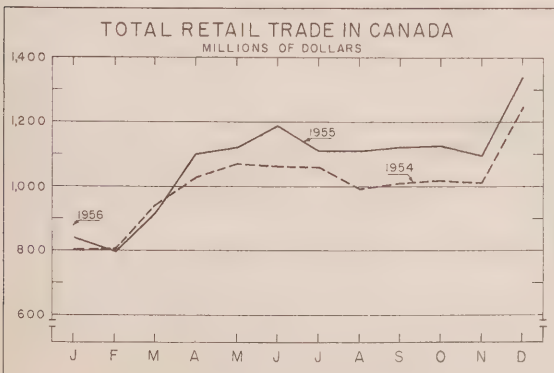


## RETAIL TRADE

Estimated retail sales in all Canadian retail stores during the month of January 1956 were valued at \$879,965,000. Sales during January increased 4.7% from sales of the same month in 1955 but decreased 34.3% from those of the previous month. These and other estimates contained in this bulletin are not adjusted for seasonal variations, price changes or number of shopping days.

With the exception of Manitoba and Saskatchewan with decreases of 1.3% and 4.4% respectively all provinces had larger sales this January as compared with last. British Columbia with a gain of 8.3% in sales this year and Quebec with an increase of 7.8% were the largest among the increases. Ontario's sales during January rose 5.3% with the Atlantic Provinces and Alberta having increases of 2.3% and 0.9% respectively.

Seventeen of the eighteen specified kinds of business along with the 'Miscellaneous' group had larger sales this January as compared with the same month last year. Jewellery stores were the only category showing a decrease which was only slight at 0.5%. Largest among the increases was the 'fuel dealer' classification with a gain of 17.1% followed by the 'lumber and building material' group 13.3%, all provinces contributing to the overall gain in both groups. Motor vehicle dealers which had shown substantial increases during the greater part of 1955 had an increase of only 2.5% in January. Gro-



cery and combination stores and department stores with increases of 3.9% and 7.3% were other notable increases during January as compared with the same month in 1955.

The department store sales and stocks usually contained

in this bulletin will be released in the regular department store report at a later date.

Percentage Changes in Selected Retail Trades

January 1956 over January 1955

Chains and Independents

Canada

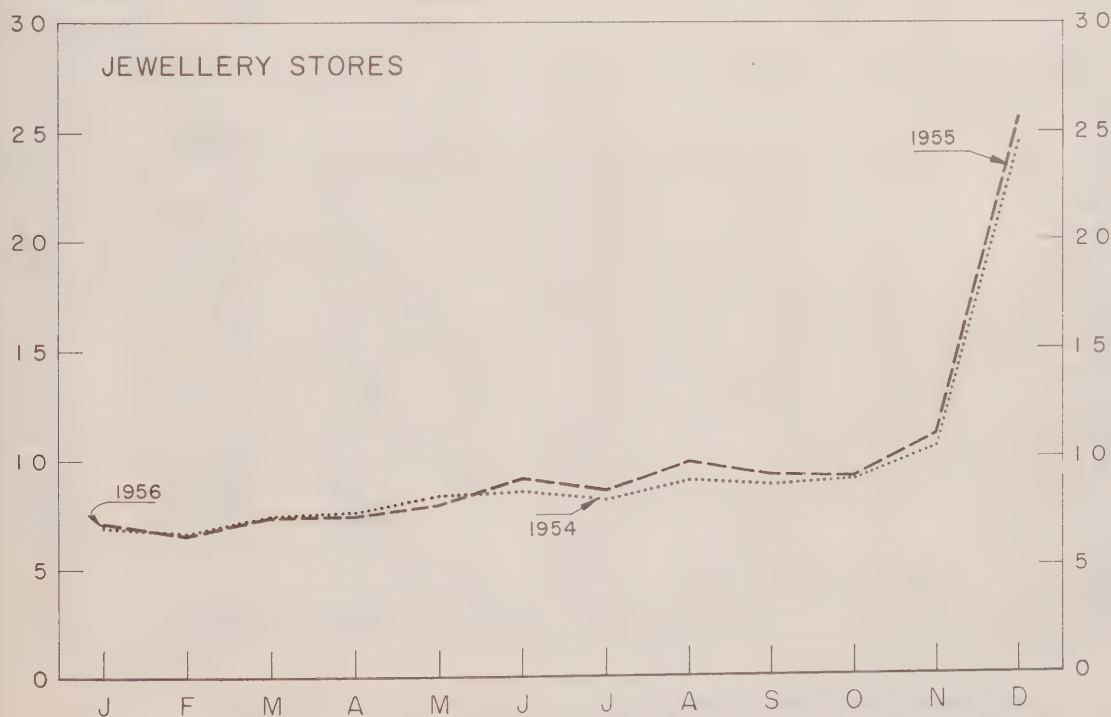
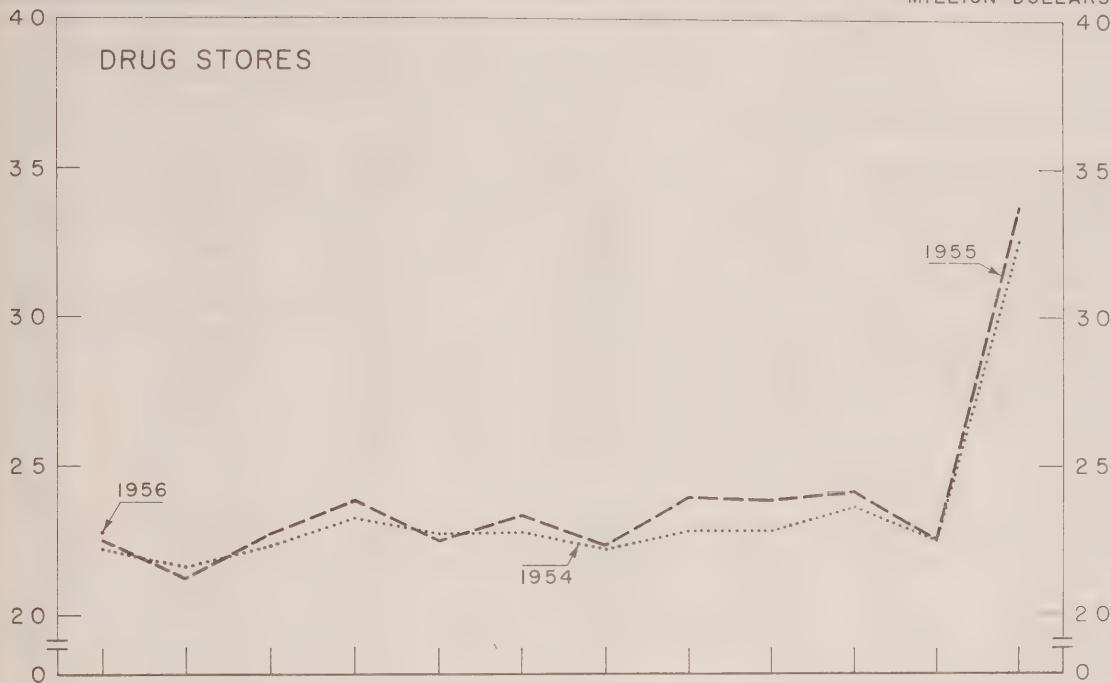
	<u>All Stores</u>	<u>Chains</u>	<u>Independents</u>
Grocery and Combination .....	+ 3.9	+ 8.5	+ 0.9
Family Clothing .....	+ 0.1	- 2.6	+ 0.8
Women's Clothing .....	+ 3.2	- 1.0	+ 4.5
Shoes .....	+ 1.5	+ 2.0	+ 1.3
Lumber and Building Material ....	+ 13.3	+ 10.3	+ 14.0
Furniture, Appliance and Radio ...	+ 5.4	+ 6.5	+ 5.2
Restaurant .....	+ 2.7	+ 1.1	+ 2.9
Drug .....	+ 0.9	+ 1.6	+ 0.8
Jewellery .....	- 0.5	+ 7.9	- 4.0



# MONTHLY SALES DRUG-JEWELLERY STORES

MILLION DOLLARS

MILLION DOLLARS



January, 1956

(in thousands of dollars)

	KIND OF BUSINESS OR STORE	All Stores	Chain	Independent	All Stores
		Canada			Atlantic
1	TOTAL, ALL TRADES .....	879,965	160,866	719,099	73,197
2	Grocery & Combination .....	189,096	78,097	110,999	17,407
3	Other Food & Beverage .....	61,333	27,902	33,431	4,916
4	General .....	35,416	2,167	33,248	8,479
5	Department .....	74,047	-	74,047	5,335
6	Variety .....	13,896	11,671	2,225	1,149
7	Motor Vehicle .....	129,728	1,379	128,349	10,158
8	Garage & Filling Station .....	46,905	359	46,546	3,497
9	Men's Clothing .....	14,360	1,735	12,625	758
10	Family Clothing .....	11,936	2,282	9,654	1,601
11	Women's Clothing .....	15,806	3,704	12,102	907
12	Shoe .....	7,219	2,388	4,831	566
13	Hardware .....	14,076	1,194	12,882	851
14	Lumber & Building Material .....	27,033	4,426	22,606	753
15	Furniture, Appliance & Radio .....	42,923	7,589	35,335	2,757
16	Restaurant .....	32,987	2,586	30,401	1,406
17	Fuel .....	37,917	496	37,422	1,439
18	Drug .....	22,770	2,849	19,921	1,576
19	Jewellery .....	7,125	2,260	4,865	481
20	Miscellaneous .....	95,392	7,782	87,610	9,161
		Manitoba			Saskatchewan
21	TOTAL, ALL TRADES .....	43,248	6,373	36,875	41,892
22	Grocery & Combination .....	8,086	2,870	5,216	6,823
23	Other Food & Beverage .....	1,766	1,160	606	2,004
24	General .....	3,004	(a)	(a)	4,700
25	Department .....	6,520	-	6,520	3,784
26	Variety .....	334	319	16	483
27	Motor Vehicle .....	6,083	-	6,083	7,082
28	Garage & Filling Station .....	1,628	(a)	(a)	1,612
29	Men's Clothing .....	551	56	495	581
30	Family Clothing .....	530	(a)	(a)	491
31	Women's Clothing .....	344	133	210	566
32	Shoe .....	176	44	132	190
33	Hardware .....	685	(a)	(a)	725
34	Lumber & Building Material .....	2,751	426	2,325	2,245
35	Furniture, Appliance & Radio .....	1,493	251	1,243	1,445
36	Restaurant .....	1,794	145	1,649	2,339
37	Fuel .....	1,107	-	1,107	807
38	Drug .....	1,184	(a)	(a)	1,352
39	Jewellery .....	247	(a)	(a)	419
40	Miscellaneous .....	4,965	628	4,337	4,244

(a) Indicates figures withheld to avoid disclosing individual operations, but are included in the totals. Any slight differences between the totals and their components are due to the rounding of the figures.

January, 1956

(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent	No.
Provinces		Quebec			Ontario			
9,617	63,580	201,643	36,468	165,175	352,064	75,756	276,308	
2,947	14,461	55,228	18,793	36,435	73,364	40,964	32,401	2
2,553	2,364	16,582	5,094	11,488	24,348	12,079	12,269	3
574	7,905	5,486	323	5,163	6,804	460	6,344	4
-	5,335	12,986	-	12,986	25,059	-	25,059	5
1,048	101	3,941	3,181	760	6,398	5,551	847	6
984	9,174	22,857	-	22,857	49,966	(a)	(a)	7
(a)	(a)	10,395	(a)	(a)	20,882	(a)	(a)	8
(a)	(a)	4,337	372	3,965	5,558	1,069	4,490	9
171	1,430	3,811	1,111	2,700	3,988	719	3,269	10
105	802	3,809	996	2,813	6,988	1,623	5,365	11
(a)	(a)	1,727	650	1,077	3,405	1,285	2,121	12
(a)	(a)	3,311	(a)	(a)	6,102	594	5,508	13
-	753	4,302	(a)	(a)	10,720	1,181	9,539	14
280	2,477	8,094	2,388	5,706	21,905	3,080	18,825	15
51	1,356	8,903	765	8,138	12,672	1,025	11,646	16
-	1,439	9,545	-	9,545	20,431	(a)	(a)	17
127	1,449	4,700	430	4,271	9,828	1,276	8,552	18
187	294	1,171	480	690	3,718	989	2,729	19
298	8,863	20,458	1,139	19,320	39,928	3,016	36,912	20
Saskatchewan		Alberta			British Columbia			
5,713	36,179	66,917	10,145	56,772	101,009	16,800	84,209	
1,937	4,887	10,750	3,969	6,781	17,437	6,618	10,819	22
1,047	958	3,834	(a)	(a)	7,883	(a)	(a)	23
(a)	(a)	3,757	(a)	(a)	3,187	543	2,643	24
-	3,784	8,082	-	8,082	12,281	-	12,281	25
399	84	776	606	170	816	569	247	26
-	7,082	12,452	-	12,452	21,129	-	21,129	27
(a)	(a)	4,457	(a)	(a)	4,435	(a)	(a)	28
(a)	(a)	1,208	(a)	(a)	1,367	(a)	(a)	29
(a)	(a)	661	165	496	854	(a)	(a)	30
124	443	1,213	312	902	1,978	411	1,567	31
30	160	343	103	239	813	184	630	32
(a)	(a)	1,361	(a)	(a)	1,041	(a)	(a)	33
960	1,285	2,609	1,271	1,338	3,654	311	3,343	34
248	1,197	3,945	411	3,534	3,284	930	2,354	35
(a)	(a)	2,009	82	1,927	3,864	485	3,379	36
-	807	129	-	129	4,460	(a)	(a)	37
(a)	(a)	1,731	246	1,485	2,400	612	1,788	38
71	348	364	196	168	726	247	479	39
545	3,699	7,236	701	6,535	9,400	1,455	7,945	40

## Percentage Changes in Retail Trade — By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

January 1956 Over January 1955

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES .....	+ 4.7	+ 2.3	+ 7.8	+ 5.3	- 1.3	- 4.4	+ 0.9	+ 8.3
Grocery & Combination .....	+ 3.9	- 1.8	+ 7.1	+ 4.5	+ 1.1	- 2.2	+ 2.8	+ 2.4
Other Food & Beverage .....	+ 2.7	+ 3.7	+ 3.4	+ 2.1	- 2.3	- 10.0	- 4.0	+ 12.1
General .....	+ 2.4	+ 0.3	+ 5.1	+ 3.7	+ 0.6	+ 3.2	+ 1.1	+ 2.9
Department .....	+ 7.3	+ 6.7	+ 9.7	+ 9.7	- 2.2	- 0.1	+ 7.7	+ 8.1
Variety .....	+ 8.6	+ 4.2	+ 7.0	+ 11.4	+ 2.5	+ 4.8	+ 8.7	+ 6.0
Motor Vehicle .....	+ 2.5	+ 6.9	+ 9.6	- 2.0	- 2.6	- 17.7	+ 2.9	+ 15.6
Garage & Filling Station .....	+ 5.9	+ 2.1	+ 12.6	+ 4.6	+ 9.1	- 13.1	- 4.1	+ 20.5
Men's Clothing .....	+ 1.9	- 4.4	+ 12.1	- 1.9	+ 1.3	- 4.6	- 2.1	- 0.5
Family Clothing .....	+ 0.1	- 4.6	+ 7.2	+ 0.1	- 12.5	- 10.4	- 11.6	+ 6.2
Women's Clothing .....	+ 3.2	+ 13.9	+ 11.0	+ 4.2	- 14.9	- 5.4	- 11.5	- 1.7
Shoe .....	+ 1.5	+ 1.8	+ 2.6	+ 3.0	- 7.4	- 8.2	- 8.5	+ 2.5
Hardware .....	+ 5.0	- 0.2	+ 10.7	+ 9.0	+ 6.5	- 19.7	- 7.5	+ 10.2
Lumber & Building Material .....	+ 13.3	+ 11.6	+ 21.3	+ 17.0	+ 7.0	+ 6.4	+ 1.7	+ 13.4
Furniture, Appliance & Radio .....	+ 5.4	+ 10.8	+ 13.1	+ 5.5	- 9.7	+ 7.0	+ 7.7	- 9.7
Restaurant .....	+ 2.7	+ 11.4	+ 3.3	+ 1.8	- 3.0	+ 12.6	- 9.7	+ 6.4
Fuel .....	+ 17.1	+ 6.0	+ 10.1	+ 22.9	+ 4.3	+ 23.0	+ 33.0	+ 13.9
Drug .....	+ 0.9	+ 5.8	+ 1.3	+ 1.7	+ 0.4	- 6.0	- 2.9	+ 1.3
Jewellery .....	- 0.5	+ 17.6	+ 5.0	- 3.3	- 17.7	- 5.8	- 1.6	+ 6.6
Miscellaneous .....	+ 5.4	- 1.1	+ 5.9	+ 9.9	- 6.2	- 4.0	- 0.4	+ 8.6



(Without Adjustment for Price Changes)

January 1956 Over December 1955

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES .....	- 34.3	- 36.0	- 34.6	- 34.8	- 37.8	- 28.6	- 34.7	- 30.6
Grocery & Combination .....	- 19.8	- 23.1	- 14.1	- 21.5	- 22.5	- 27.9	- 28.8	- 15.0
Other Food & Beverage .....	- 48.7	- 47.0	- 45.5	- 49.0	- 56.4	- 41.7	- 56.5	- 50.2
General .....	- 31.7	- 22.5	- 42.1	- 30.2	- 38.1	- 23.9	- 32.5	- 37.5
Department .....	- 54.7	- 61.0	- 56.7	- 54.9	- 51.6	- 50.4	- 49.2	- 54.5
Variety .....	- 68.9	- 74.7	- 65.5	- 69.3	- 70.0	- 66.8	- 70.8	- 68.5
Motor Vehicle .....	- 12.1	- 9.9	- 7.8	- 18.3	- 24.7	+ 7.6	- 18.1	+ 2.7
Garage & Filling Station .....	- 9.3	- 11.9	- 6.2	- 9.1	+ 6.2	- 25.4	- 3.8	- 17.1
Men's Clothing .....	- 56.0	- 57.1	- 36.2	- 65.8	- 59.4	- 40.9	- 53.3	- 53.0
Family Clothing .....	- 61.8	- 67.4	- 64.8	- 61.1	- 48.2	- 45.6	- 62.1	- 47.0
Women's Clothing .....	- 49.3	- 47.5	- 50.6	- 51.2	- 39.2	- 17.3	- 56.8	- 40.9
Shoe .....	- 54.9	- 54.2	- 61.8	- 56.5	- 41.7	- 36.2	- 28.2	- 39.6
Hardware .....	- 50.6	- 64.3	- 37.9	- 43.9	- 65.4	- 68.5	- 58.5	- 55.7
Lumber & Building Material .....	- 6.7	- 30.8	- 17.5	- 1.4	- 23.7	- 4.0	- 19.5	+ 39.3
Furniture, Appliance & Radio .....	- 29.1	- 42.1	- 43.3	- 19.3	- 53.3	+ 2.0	+ 13.0	- 47.2
Restaurant .....	- 7.5	- 27.6	- 11.6	+ 0.2	- 12.4	+ 3.8	- 25.5	- 3.1
Fuel .....	- 2.2	- 29.7	- 17.6	+ 5.3	- 2.5	- 5.9	+ 79.2	+ 22.1
Drug .....	- 32.5	- 35.2	- 26.1	- 35.4	- 31.6	- 32.7	- 32.0	- 30.2
Jewellery .....	- 72.3	- 76.5	- 77.5	- 67.4	- 79.8	- 63.3	- 75.0	- 77.4
Miscellaneous .....	- 40.9	- 22.1	- 47.5	- 44.7	- 36.4	- 35.5	- 29.3	- 32.9







CANADA

# RETAIL TRADE

FEBRUARY, 1956



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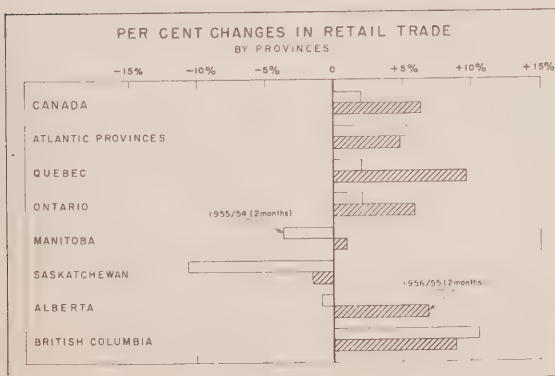
## RETAIL TRADE

Estimated retail sales in Canada during the month of February 1956 were 8.2% higher than those in the same month a year ago. The dollar value of these sales was estimated to be \$864,230,000 this year as compared with sales of \$798,533,000 in February last year. With the addition of sales for February, the total for the first two months of 1956 was 6.4% above the corresponding two-month period last year. The value of sales was \$1,744,195,000 this year as against \$1,638,606,000 in 1955. These and other estimates contained in this bulletin are not adjusted for price changes, seasonal variations or number of shopping days.

February sales showed a percentage increase in all provinces of Canada. Alberta and Quebec showed the largest gains with 13.5% and 11.6% followed closely by British Columbia with 9.5%. For the two-month period of 1956 the same three provinces had the largest increases but Alberta was third with 6.9% while Quebec and British Columbia preceded with gains of 9.7% and 8.9% respectively.

### Total Retail Trade in Canada

<u>Period</u>	<u>1955</u> \$'000	<u>1956</u> \$'000	<u>% Change</u> 1956/1955
January .....	840,073	879,965	+ 4.7
February.....	798,533	864,230	+ 8.2
<b>Total.....</b>	<b>1,638,606</b>	<b>1,744,195</b>	<b>+ 6.4</b>



All kinds of business had greater sales this February as compared with last. Largest among the increases were the lumber and building material dealers (22.8%), furniture, appliance and radio dealers (11.1%) and department stores (10.9%). For

the year to date the lumber and building material dealer group also showed the greatest percentage increase (17.8%).

Percentage Change in Selected Retail Trade

January and February 1956 over January and February 1955

Chains and Independents

Canada

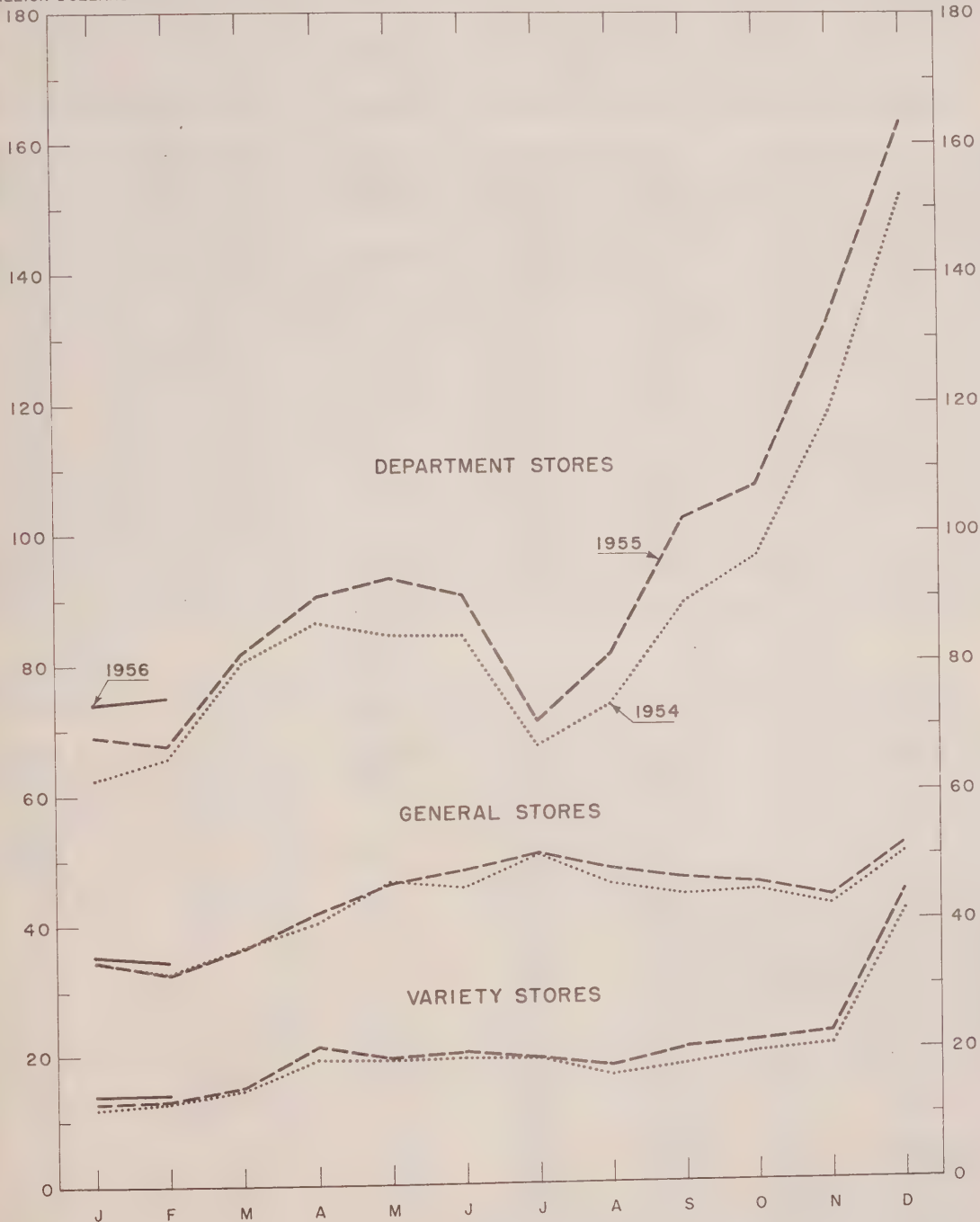
	<u>All Stores</u>	<u>Chains</u>	<u>Independents</u>
Grocery and Combination...	+ 5.3	+ 9.8	+ 2.4
Family Clothing .....	+ 1.3	- 6.5	+ 3.1
Women's Clothing .....	+ 2.7	+ 3.0	+ 2.6
Shoe .....	+ 1.6	+ 2.1	+ 1.3
Lumber and Building Material	+ 17.8	+ 14.8	+ 18.4
Furniture, Appliance and Radio	+ 8.0	+ 12.2	+ 7.1
Restaurant.....	+ 4.3	+ 2.6	+ 4.5
Drug .....	+ 3.8	+ 5.1	+ 3.6
Jewellery .....	+ 4.0	+ 8.0	+ 2.4



# MONTHLY SALES GENERAL MERCHANDISE TRADE

MILLION DOLLARS

MILLION DOLLARS



February, 1956

(in thousands of dollars)

KIND OF BUSINESS OR STORE		All Stores	Chain	Independent	All Stores
		Canada			Atlantic
1	TOTAL, ALL TRADES .....	864,230	160,312	703,918	71,967
2	Grocery & Combination .....	187,026	76,769	110,257	18,093
3	Other Food & Beverage .....	64,359	30,937	33,422	5,581
4	General .....	34,699	1,899	32,800	8,015
5	Department .....	75,154	-	75,154	5,761
6	Variety .....	14,092	11,675	2,417	1,233
7	Motor Vehicle .....	142,344	1,314	141,030	10,316
8	Garage & Filling Station .....	43,481	337	43,144	2,373
9	Men's Clothing .....	12,584	1,445	11,140	704
10	Family Clothing .....	9,926	1,571	8,355	1,394
11	Women's Clothing .....	13,773	3,273	10,500	781
12	Shoe .....	5,925	2,198	3,727	478
13	Hardware .....	13,506	1,372	12,134	892
14	Lumber & Building Material .....	26,116	4,591	21,525	884
15	Furniture, Appliance & Radio .....	38,562	7,896	30,665	2,406
16	Restaurant .....	31,769	2,423	29,346	1,334
17	Fuel .....	31,044	370	30,674	1,770
18	Drug .....	22,710	2,858	19,853	1,599
19	Jewellery .....	7,186	2,103	5,083	600
20	Miscellaneous .....	89,974	7,281	82,692	7,753
		Manitoba			Saskatchewan
21	TOTAL, ALL TRADES .....	41,847	6,190	35,657	39,642
22	Grocery & Combination .....	8,281	2,914	5,366	6,984
23	Other Food & Beverage .....	1,854	1,246	608	2,046
24	General .....	3,038	(a)	(a)	3,915
25	Department .....	6,205	-	6,205	3,663
26	Variety .....	325	310	15	522
27	Motor Vehicle .....	6,144	-	6,144	6,673
28	Garage & Filling Station .....	1,265	(a)	(a)	1,804
29	Men's Clothing .....	289	39	250	408
30	Family Clothing .....	280	(a)	(a)	418
31	Women's Clothing .....	326	117	209	437
32	Shoe .....	112	29	83	153
33	Hardware .....	790	(a)	(a)	875
34	Lumber & Building Material .....	2,444	451	1,993	2,007
35	Furniture, Appliance & Radio .....	1,362	143	1,220	990
36	Restaurant .....	1,639	140	1,499	2,155
37	Fuel .....	863	-	863	637
38	Drug .....	1,466	(a)	(a)	1,184
39	Jewellery .....	396	(a)	(a)	323
40	Miscellaneous .....	4,768	479	4,289	4,448

(a) Indicates figures withheld to avoid disclosing individual operations, but are included in the totals. Any slight differences between the totals and their components are due to the rounding of the figures.

February, 1956

(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent	No.
Provinces			Quebec			Ontario		
10,758	61,209	202,991	34,606	168,385	343,384	76,103	267,281	1
3,398	14,695	52,313	16,984	35,329	73,660	40,993	32,667	2
3,243	2,339	17,721	5,193	12,529	25,640	13,953	11,687	3
524	7,491	5,769	306	5,463	6,731	293	6,438	4
-	5,761	13,676	-	13,676	25,593	-	25,593	5
1,103	129	3,914	3,084	829	6,452	5,528	924	6
1,109	9,206	27,317	-	27,317	56,443	(a)	(a)	7
(a)	(a)	9,315	(a)	(a)	19,811	(a)	(a)	8
(a)	(a)	3,241	299	2,941	5,851	866	4,985	9
116	1,278	3,413	883	2,531	3,218	443	2,775	10
112	669	4,270	884	3,386	5,806	1,456	4,351	11
(a)	(a)	1,401	613	788	2,799	1,199	1,600	12
(a)	(a)	2,937	(a)	(a)	5,525	679	4,846	13
-	884	5,286	(a)	(a)	9,660	1,209	8,451	14
282	2,124	9,183	3,077	6,106	17,013	2,716	14,298	15
53	1,282	8,517	683	7,834	12,758	992	11,766	16
-	1,770	8,518	-	8,518	15,454	(a)	(a)	17
139	1,460	4,650	401	4,249	9,631	1,293	8,338	18
125	475	1,410	364	1,046	3,288	984	2,304	19
303	7,450	20,140	1,050	19,089	38,051	2,946	35,104	20
Saskatchewan			Alberta			British Columbia		
5,716	33,926	68,780	10,738	58,042	95,627	16,204	79,423	21
1,963	5,021	10,601	4,280	6,321	17,095	6,237	10,858	22
1,132	914	4,024	(a)	(a)	7,492	(a)	(a)	23
(a)	(a)	3,710	(a)	(a)	3,522	528	2,995	24
-	3,663	7,519	-	7,519	12,737	-	12,737	25
431	91	840	655	185	808	563	245	26
-	6,673	15,108	-	15,108	20,344	-	20,344	27
(a)	(a)	5,081	(a)	(a)	3,833	(a)	(a)	28
(a)	(a)	975	(a)	(a)	1,119	(a)	(a)	29
(a)	(a)	641	65	576	561	(a)	(a)	30
103	334	965	269	696	1,189	333	856	31
30	123	282	93	189	700	151	549	32
(a)	(a)	1,424	(a)	(a)	1,063	(a)	(a)	33
961	1,046	3,083	1,387	1,696	2,752	313	2,439	34
245	745	3,322	389	2,932	4,285	1,044	3,241	35
(a)	(a)	1,932	81	1,852	3,434	443	2,991	36
-	637	69	-	69	3,733	(a)	(a)	37
(a)	(a)	1,660	246	1,414	2,521	620	1,901	38
68	255	336	200	136	833	273	561	39
441	4,008	7,208	619	6,589	7,606	1,443	6,163	40

(Without Adjustment for Price Changes)

February 1956 Over February 1955

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES .....	+ 8.2	+ 7.8	+11.6	+ 6.5	+ 3.6	+ 1.8	+13.5	+ 9.5
Grocery & Combination .....	+ 6.8	+ 3.2	+ 6.4	+ 7.3	+ 8.7	+ 4.2	+10.8	+ 7.6
Other Food & Beverage .....	+ 4.0	+ 5.9	+ 4.0	+ 4.4	+ 3.9	- 1.4	- 2.2	+ 6.1
General .....	+ 5.8	+ 7.0	+11.2	+ 3.3	+ 3.3	+ 2.7	+ 8.5	+ 2.6
Department .....	+10.9	+15.1	+11.9	+14.4	- 4.2	+10.6	+11.2	+ 9.6
Variety .....	+ 7.5	+ 2.1	+ 8.8	+ 7.3	+ 6.2	+ 4.4	+20.3	+ 2.8
Motor Vehicle .....	+ 9.7	+ 2.5	+20.7	+ 2.9	+ 1.5	- 2.8	+41.0	+ 9.6
Garage & Filling Station .....	+ 6.4	+ 3.1	+16.9	+ 1.3	- 1.8	+ 3.7	+ 8.2	+15.1
Men's Clothing .....	+ 2.6	+ 5.9	+ 5.4	+ 1.8	+17.0	-15.5	+ 0.4	+ 4.2
Family Clothing .....	+ 2.7	- 6.4	+ 9.3	+ 1.3	- 4.4	+ 3.0	+ 1.7	+ 3.1
Women's Clothing .....	+ 2.1	+ 8.8	- 1.7	+ 8.8	- 6.6	+ 1.9	+ 3.2	-13.3
Shoe .....	+ 1.6	- 5.0	+ 1.2	+ 0.8	- 3.4	- 3.2	+ 8.9	+11.1
Hardware .....	+ 9.9	+ 8.0	+16.1	+13.5	+ 8.8	- 2.5	+ 5.6	- 2.8
Lumber & Building Material .....	+22.8	+15.7	+33.4	+28.3	+24.6	- 2.2	+14.5	+19.5
Furniture, Appliance & Radio .....	+11.1	+10.4	+53.6	- 0.7	-16.7	+11.7	+ 3.8	+15.9
Restaurant .....	+ 6.0	+ 8.7	+ 6.7	+ 6.7	+ 2.1	+ 6.7	+ 1.2	+ 5.3
Fuel .....	+ 9.3	+ 2.1	+ 8.4	+ 4.6	+ 6.0	+16.7	+60.5	+41.7
Drug .....	+ 6.8	+ 6.9	+ 6.3	+ 7.4	+ 4.4	- 1.8	+ 6.1	+11.5
Jewellery .....	+ 9.0	+15.8	+12.7	+ 5.2	+13.8	+ 1.3	+ 4.3	+17.2
Miscellaneous .....	+10.5	+34.5	+10.3	+ 9.9	+ 7.7	- 1.7	+ 6.7	+ 7.5



Estimated Retail Trade — By Provinces and Kinds of Business

January and February 1956

(in thousands of dollars)

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
TOTAL, ALL TRADES .....	1,744,195	145,164	404,634	695,448	85,095	81,534	135,697	196,636
Grocery & Combination .....	376,122	35,500	107,541	147,024	16,367	13,807	21,351	34,532
Other Food & Beverage .....	125,692	10,497	34,303	49,988	3,620	4,050	7,858	15,375
General .....	70,115	16,494	11,255	13,535	6,042	8,615	7,467	6,709
Department .....	149,201	11,096	26,662	50,652	12,725	7,447	15,601	25,018
Variety .....	27,988	2,382	7,855	12,850	659	1,005	1,616	1,624
Motor Vehicle .....	272,072	20,474	50,174	106,409	12,227	13,755	27,560	41,473
Garage & Filling Station .....	90,386	5,870	19,710	40,693	2,893	3,416	9,538	8,268
Men's Clothing .....	26,944	1,462	7,578	11,409	840	989	2,183	2,486
Family Clothing .....	21,862	2,995	7,224	7,206	810	909	1,302	1,415
Women's Clothing .....	29,579	1,688	8,079	12,794	670	1,003	2,178	3,167
Shoe .....	13,144	1,044	3,128	6,204	288	343	625	1,513
Hardware .....	27,582	1,743	6,248	11,627	1,475	1,600	2,785	2,104
Lumber & Building Material .....	53,149	1,637	9,588	20,380	5,195	4,252	5,692	6,406
Furniture, Appliance & Radio .....	81,485	5,163	17,277	38,918	2,855	2,435	7,267	7,569
Restaurant .....	64,756	2,740	17,420	25,430	3,433	4,494	3,941	7,298
Fuel .....	68,961	3,209	18,063	35,885	1,970	1,444	198	8,193
Drug .....	45,480	3,175	9,350	19,459	2,650	2,536	3,391	4,921
Jewellery .....	14,311	1,081	2,581	7,006	643	742	700	1,559
Miscellaneous .....	185,366	16,914	40,598	77,979	9,733	8,692	14,444	17,006



(Without Adjustment for Price Changes)

January and February 1956 Over January and February 1955

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columb
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES .....	+ 6.4	+ 4.9	+ 9.7	+ 5.9	+ 1.0	- 1.5	+ 6.9	+ 8.9
Grocery & Combination .....	+ 5.3	+ 0.7	+ 6.7	+ 5.9	+ 4.8	+ 0.9	+ 6.7	+ 4.9
Other Food & Beverage .....	+ 3.4	+ 4.9	+ 3.7	+ 3.2	+ 0.8	- 5.8	- 3.1	+ 9.1
General .....	+ 4.0	+ 3.4	+ 8.1	+ 3.5	+ 1.9	+ 3.0	+ 4.6	+ 2.5
Department .....	+ 9.1	+10.9	+10.8	+12.0	- 3.2	+ 4.9	+ 9.4	+ 8.9
Variety .....	+ 8.0	+ 3.1	+ 7.9	+ 9.3	+ 4.3	+ 4.6	+14.4	+ 4.4
Motor Vehicle .....	+ 6.1	+ 4.6	+15.4	+ 0.5	- 0.6	-11.1	+20.8	+12.6
Garage & Filling Station .....	+ 6.1	+ 2.5	+14.6	+ 3.0	+ 4.1	- 5.0	+ 2.1	+17.9
Men's Clothing .....	+ 2.3	+ 0.3	+ 9.2	(c)	+ 6.2	- 9.4	- 1.0	+ 1.6
Family Clothing .....	+ 1.3	- 5.4	+ 8.2	+ 0.7	- 9.9	- 4.7	- 5.5	+ 5.0
Women's Clothing .....	+ 2.7	+11.5	+ 3.9	+ 6.2	-11.0	- 2.3	- 5.6	- 6.4
Shoe .....	+ 1.6	- 1.4	+ 2.0	+ 2.0	- 5.9	- 6.0	- 1.4	+ 6.3
Hardware .....	+ 7.4	+ 3.8	+13.1	+11.1	+ 7.7	-11.1	- 1.2	+ 3.2
Lumber & Building Material .....	+17.8	+13.8	+27.7	+22.1	+14.6	+ 2.2	+ 8.2	+16.0
Furniture, Appliance & Radio .....	+ 8.0	+10.6	+31.5	+ 2.7	-13.2	+ 8.9	+ 5.9	+ 3.2
Restaurant .....	+ 4.3	+10.1	+ 4.9	+ 4.2	- 0.7	+ 9.7	- 4.7	+ 5.9
Fuel .....	+13.5	+ 3.8	+ 9.3	+14.3	+ 5.1	+20.1	+41.4	+25.1
Drug .....	+ 3.8	+ 6.3	+ 3.7	+ 4.5	+ 2.6	- 4.1	+ 1.3	+ 6.3
Jewellery .....	+ 4.0	+16.6	+ 9.1	+ 0.5	- 0.8	- 2.9	+ 1.2	+12.0
Miscellaneous .....	+ 7.8	+12.6	+ 8.0	+ 9.9	+ 0.1	- 2.8	+ 3.1	+ 8.1

(c) Unchanged

(Without Adjustment for Price Changes)

February 1956 Over January 1956

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES .....	- 1.8	- 1.7	+ 0.7	- 2.5	- 3.2	- 5.4	+ 2.8	- 5.3
Grocery & Combination .....	- 1.1	+ 3.9	- 5.3	+ 0.4	+ 2.4	+ 2.4	- 1.4	- 2.0
Other Food & Beverage .....	+ 4.9	+13.5	+ 6.9	+ 5.3	+ 5.0	+ 2.1	+ 5.0	- 5.0
General .....	- 2.0	- 5.5	+ 5.2	- 1.1	+ 1.1	-16.7	- 1.3	+10.5
Department .....	+ 1.5	+ 8.0	+ 5.3	+ 2.1	- 4.8	- 3.2	- 7.0	+ 3.7
Variety .....	+ 1.4	+ 7.3	- 0.7	+ 0.8	- 2.7	+ 8.1	+ 8.2	- 1.0
Motor Vehicle .....	+ 9.7	+ 1.6	+19.5	+13.0	+ 1.0	- 5.8	+21.3	- 3.7
Garage & Filling Station .....	- 7.3	-32.1	-10.4	- 5.1	-22.3	+11.9	+14.0	-13.6
Men's Clothing .....	-12.4	- 7.1	-25.3	+ 5.3	-47.5	-29.8	-19.3	-18.1
Family Clothing .....	-16.8	-12.9	-10.4	-19.3	-47.2	-14.9	- 3.0	-34.3
Women's Clothing .....	-12.9	-13.9	+12.1	-16.9	- 5.2	-22.8	-20.4	-39.9
Shoes .....	-17.9	-15.5	-18.9	-17.8	-36.4	-19.5	-17.8	-13.9
Hardware .....	- 4.0	+ 4.8	-11.3	- 9.5	+15.3	+20.7	+ 4.6	+ 2.1
Lumber & Building Material .....	- 3.4	+17.4	+22.9	- 9.9	-11.2	-10.6	+18.2	-24.7
Furniture, Appliance & Radio .....	-10.2	-12.7	+13.5	-22.3	- 8.8	-31.5	-15.8	+30.5
Restaurant .....	- 3.7	- 5.1	- 4.3	+ 0.7	- 8.6	- 7.9	- 3.8	-11.1
Hotel .....	-18.1	+23.0	-10.8	-24.4	-22.0	-21.1	-46.5	-16.3
Truck .....	- 0.3	+ 1.5	- 1.1	- 2.0	+23.8	-12.4	- 4.1	+ 5.0
Jewellery .....	+ 0.9	+24.7	+20.4	-11.6	+60.3	-22.9	- 7.7	+14.7
Miscellaneous .....	- 5.7	-15.4	- 1.6	- 4.7	- 4.0	+ 4.8	- 0.4	-19.1

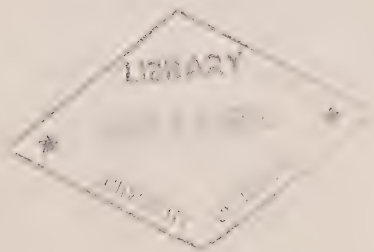




CANADA

# RETAIL TRADE

MARCH, 1956



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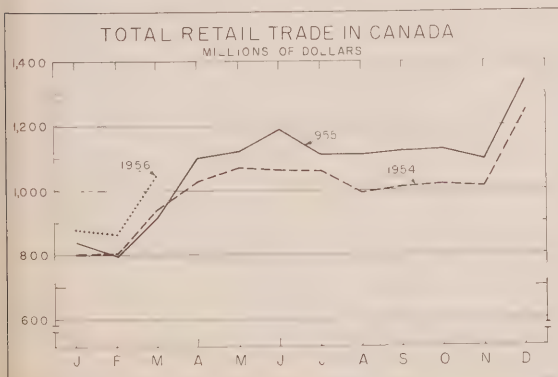
## RETAIL TRADE

Estimated retail sales in Canada for the first three months of 1956 were 9.2% above those for the corresponding period in 1955. The value of sales for this period was estimated to be \$2,789,604,000 as compared with \$2,554,481,000 last year. Due largely to the fact that the Easter trade fell in March this year, sales were 14.1% greater for this month with a value of \$1,045,409,000 as compared with \$915,875,000 in the same month a year ago. These and other estimates contained in this bulletin are not adjusted for seasonal variations, price changes or number of shopping days.

All provinces showed percentage increases in sales in the first quarter of 1956 as compared with 1955. Quebec, largest among the increases with a gain of 12.9%, was well above the national average of 9.2%. British Columbia and Alberta showed gains of 10.5% and 9.9%, respectively, and were also above the average for all regions. Other provinces, ranked by percentage of increase, were: Ontario 8.6%, Atlantic Provinces 6.8%, Manitoba 4.8% and Saskatchewan 1.6%. For the month of March 1956, Quebec also had the

### Total Retail Trade in Canada

<u>Period</u>	<u>1955</u> \$'000	<u>1956</u> \$'000	<u>% Change</u> 1956/1955
January .....	840,073	879,965	+ 4.7
February .....	798,533	864,230	+ 8.2
March .....	915,875	1,045,409	+ 14.1
<b>Total .....</b>	<b>2,554,481</b>	<b>2,789,604</b>	<b>+ 9.2</b>



largest increase 18.5%, followed by Alberta 15.2%, Ontario 13.6%, British Columbia 13.4%, Manitoba 12.0%, Atlantic Provinces 10.0% and Saskatchewan 7.3%.

All eighteen of the kind of business classifications shown, as

well as the miscellaneous category, recorded sales increases in the first quarter of 1956. Variety stores, with sales greater by 19.0%, had the largest gain in the three-month period, although lumber and building material dealers and family clothing stores also had substantial increases of 15.1% and 13.3%. Other types of business showing large increases were: shoe stores and fuel dealers each with 12.4%, women's clothing 11.9%, department stores 11.1%, and hardware stores 9.2%.

Department stores with a rise in sales of 11.1% had a dollar value of \$242,704,000 for the first three months of 1956. Stocks on hand in department stores at the end of February had an estimated selling value of \$276,248,000 higher by 7.9% than stocks of \$256,095,000 at the same date in 1955.

Percentage Changes in Selected Retail Trades  
January to March 1956 over January to March 1955

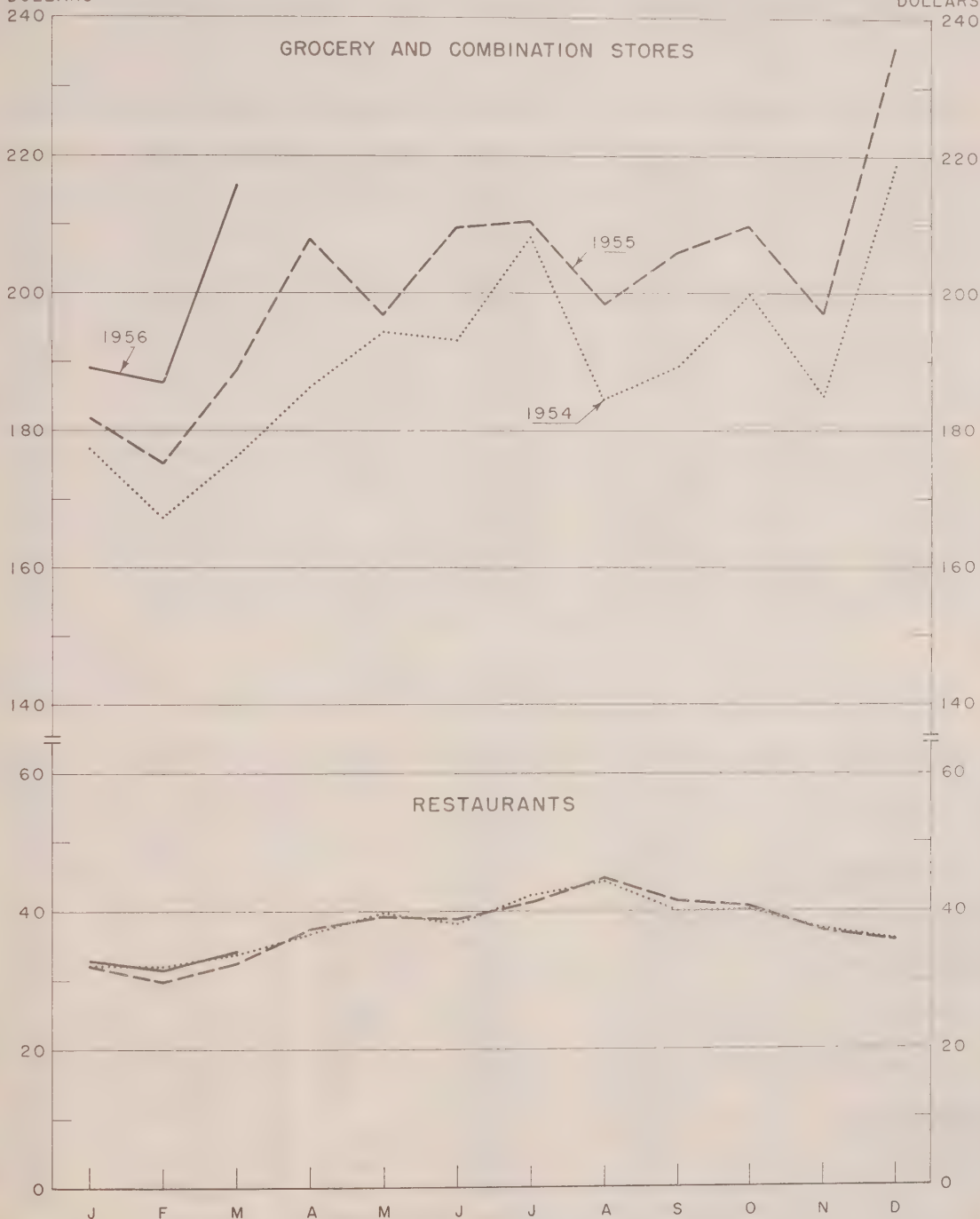
Chains and Independents

	<u>Canada</u>		
	<u>All Stores</u>	<u>Chains</u>	<u>Independents</u>
Grocery and Combination ....	+ 8.5	+ 13.3	+ 5.3
Family Clothing .....	+ 13.3	+ 6.3	+ 14.9
Women's Clothing .....	+ 11.9	+ 14.2	+ 11.3
Shoe .....	+ 12.4	+ 14.5	+ 11.2
Lumber and Building Material	+ 15.1	+ 13.8	+ 15.3
Furniture, Appliance and Radio	+ 8.5	+ 13.5	+ 7.4
Restaurant.....	+ 4.6	+ 2.4	+ 4.8
Drug.....	+ 5.7	+ 5.7	+ 5.7
Jewellery.....	+ 7.4	+ 6.7	+ 7.8

# MONTHLY SALES FOOD TRADES

MILLION  
DOLLARS

MILLION  
DOLLARS



March, 1956

(in thousands of dollars)

	KIND OF BUSINESS OR STORE	All Stores	Chain	Independent	All Stores
		Canada			Atlantic
1	TOTAL, ALL TRADES .....	1,045,409	198,445	846,964	89,875
2	Grocery & Combination .....	215,941	92,473	123,469	19,974
3	Other Food & Beverage .....	78,138	40,165	37,973	6,375
4	General .....	41,025	2,292	38,733	9,448
5	Department .....	93,503	-	93,503	7,472
6	Variety .....	20,830	17,320	3,510	1,881
7	Motor Vehicle .....	190,010	1,806	188,204	16,562
8	Garage & Filling Station .....	49,359	372	48,987	4,220
9	Men's Clothing .....	17,504	1,885	15,619	836
10	Family Clothing .....	16,511	2,872	13,639	2,431
11	Women's Clothing .....	19,384	4,643	14,740	1,030
12	Shoe .....	9,332	3,582	5,749	686
13	Hardware .....	16,539	1,433	15,107	1,034
14	Lumber & Building Material .....	26,130	3,333	22,797	1,010
15	Furniture, Appliance & Radio .....	42,655	8,482	34,174	2,782
16	Restaurant .....	34,211	2,666	31,545	1,960
17	Fuel .....	30,623	372	30,250	1,762
18	Drug .....	24,921	3,145	21,776	1,785
19	Jewellery .....	8,483	2,613	5,870	651
20	Miscellaneous .....	110,310	8,991	101,319	7,976
		Manitoba			Saskatchewan
21	TOTAL, ALL TRADES .....	48,320	7,037	41,283	46,687
22	Grocery & Combination .....	9,693	3,486	6,207	8,728
23	Other Food & Beverage .....	2,128	1,458	670	2,335
24	General .....	3,444	(a)	(a)	5,783
25	Department .....	8,052	-	8,052	4,645
26	Variety .....	510	486	24	669
27	Motor Vehicle .....	5,581	-	5,581	8,467
28	Garage & Filling Station .....	1,600	(a)	(a)	1,388
29	Men's Clothing .....	352	48	304	484
30	Family Clothing .....	584	(a)	(a)	500
31	Women's Clothing .....	456	147	310	589
32	Shoe .....	213	45	168	201
33	Hardware .....	788	(a)	(a)	1,148
34	Lumber & Building Material .....	2,437	266	2,171	1,727
35	Furniture, Appliance & Radio .....	1,283	126	1,156	1,239
36	Restaurant .....	1,900	158	1,742	2,005
37	Fuel .....	877	-	877	499
38	Drug .....	1,334	(a)	(a)	1,412
39	Jewellery .....	423	(a)	(a)	606
40	Miscellaneous .....	6,665	437	6,228	4,262

(a) Indicates figures withheld to avoid disclosing individual operations, but are included in the totals. Any slight differences between the totals and their components are due to the rounding of the figures.



Estimated Retail Trade — Chain and Independent — By Provinces and Kinds of Business

March, 1956

(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent	No.
Provinces		Quebec			Ontario			
13,217	76,658	250,109	43,310	206,799	408,799	95,733	313,066	1
3,716	16,258	59,355	20,324	39,030	86,501	50,231	36,270	2
3,584	2,791	20,612	6,707	13,905	32,236	18,811	13,425	3
458	8,990	6,470	504	5,967	7,555	447	7,108	4
-	7,472	17,131	-	17,131	30,913	-	30,913	5
1,716	166	5,824	4,546	1,277	9,707	8,362	1,345	6
1,543	15,019	39,482	-	39,482	73,364	(a)	(a)	7
(a)	(a)	10,628	(a)	(a)	20,940	(a)	(a)	8
(a)	(a)	5,684	371	5,312	7,502	1,162	6,341	9
510	1,921	6,675	1,470	5,205	4,717	680	4,037	10
167	864	5,689	1,270	4,419	8,046	1,992	6,054	11
(a)	(a)	2,653	1,081	1,572	4,185	1,946	2,239	12
(a)	(a)	3,518	(a)	(a)	6,818	672	6,146	13
-	1,010	5,719	(a)	(a)	9,086	304	8,781	14
437	2,345	10,676	3,016	7,660	19,241	3,250	15,991	15
55	1,905	8,215	729	7,485	13,706	1,099	12,607	16
-	1,762	8,625	-	8,625	15,619	(a)	(a)	17
154	1,631	5,044	447	4,597	10,695	1,403	9,291	18
159	492	1,834	498	1,336	3,664	1,202	2,462	19
344	7,633	26,275	1,470	24,805	44,304	3,557	40,746	20
Saskatchewan		Alberta			British Columbia			
6,715	39,972	81,615	12,659	68,956	120,006	19,779	100,227	21
2,483	6,246	12,666	5,117	7,549	19,024	7,116	11,909	22
1,401	934	4,645	(a)	(a)	9,807	(a)	(a)	23
(a)	(a)	4,199	(a)	(a)	4,126	574	3,552	24
-	4,645	9,927	-	9,927	15,363	-	15,363	25
553	117	1,151	898	253	1,088	759	329	26
-	8,467	18,503	-	18,503	28,053	-	28,053	27
(a)	(a)	4,920	(a)	(a)	5,663	(a)	(a)	28
(a)	(a)	1,091	(a)	(a)	1,554	(a)	(a)	29
(a)	(a)	883	119	764	722	(a)	(a)	30
146	444	1,302	366	937	2,271	556	1,714	31
43	158	480	139	341	914	186	729	32
(a)	(a)	1,783	(a)	(a)	1,450	(a)	(a)	33
714	1,013	3,146	1,365	1,781	3,004	404	2,600	34
237	1,002	3,024	347	2,677	4,411	1,067	3,344	35
(a)	(a)	2,294	83	2,211	4,131	504	3,627	36
-	499	57	-	57	3,184	(a)	(a)	37
(a)	(a)	1,767	273	1,494	2,885	717	2,169	38
96	510	376	227	149	929	325	604	39
638	3,624	9,401	871	8,531	11,427	1,674	9,753	40



(Without Adjustment for Price Changes)

March 1956 Over March 1955

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES .....	+14.1	+10.0	+18.5	+13.6	+12.0	+ 7.3	+15.2	+13.4
Grocery & Combination .....	+14.5	+ 9.9	+15.3	+16.2	+13.9	+11.4	+17.8	+ 9.5
Other Food & Beverage .....	+17.4	+10.4	+16.2	+20.1	+15.7	+ 9.3	+10.3	+22.5
General .....	+11.9	+ 7.0	+18.2	+ 9.5	+12.4	+18.5	+ 7.4	+14.1
Department .....	+14.4	+ 7.9	+13.2	+13.9	+11.7	+19.1	+22.0	+15.7
Variety .....	+37.9	+30.5	+38.5	+40.0	+40.9	+28.4	+44.2	+28.3
Motor Vehicle .....	+ 9.2	+ 3.3	+11.4	+ 8.4	+ 0.7	- 1.8	+22.0	+10.1
Garage & Filling Station .....	+11.0	+14.1	+28.1	+ 6.3	+ 5.8	- 7.9	+ 3.1	+13.7
Men's Clothing .....	+21.3	+13.1	+39.5	+13.2	+16.2	+13.6	+24.5	+11.6
Family Clothing .....	+34.3	+31.3	+42.3	+28.6	+54.1	+10.6	+25.4	+32.5
Women's Clothing .....	+29.8	+ 9.6	+45.2	+26.9	+13.4	+25.1	+11.9	+33.7
Shoe .....	+32.2	+ 7.4	+51.9	+29.6	+17.7	+16.2	+35.2	+24.0
Hardware .....	+12.5	+ 7.9	+20.9	+10.6	+22.2	- 3.7	+12.6	+15.8
Lumber & Building Material .....	+ 9.9	+ 7.7	+10.4	+ 6.0	+ 7.1	-10.5	+31.0	+20.5
Furniture, Appliance & Radio .....	+ 9.4	- 7.5	+23.6	+ 8.4	+ 0.6	- 9.8	+ 3.6	+ 9.3
Restaurant .....	+ 5.1	+ 3.6	+ 3.5	+ 4.1	+ 5.4	+ 9.6	+ 2.4	+12.1
Fuel .....	+10.0	+11.9	+16.1	+12.2	- 6.7	-12.3	-13.6	- 5.0
Drug .....	+ 9.6	+ 9.8	+ 6.5	+11.5	+ 9.2	+ 4.1	+ 6.0	+13.2
Jewellery .....	+13.7	+17.7	+23.8	+ 9.5	+ 3.4	+16.8	+11.9	+14.3
Miscellaneous .....	+20.1	+30.7	+27.9	+17.5	+27.0	+12.4	+ 7.2	+18.0

Estimated Retail Trade — By Provinces and Kinds of Business

January to March 1956

(in thousands of dollars)

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
TOTAL, ALL TRADES .....	2,789,604	235,039	654,743	1,104,247	133,415	128,221	217,312	316,642
Grocery & Combination .....	592,063	55,474	166,896	233,525	26,060	22,535	34,017	53,556
Other Food & Beverage .....	203,830	16,872	54,915	82,224	5,748	6,385	12,503	25,182
General .....	111,140	25,942	17,725	21,090	9,486	14,398	11,666	10,835
Department .....	242,704	18,568	43,793	81,565	20,777	12,092	25,528	40,381
Variety .....	48,818	4,263	13,679	22,557	1,169	1,674	2,767	2,712
Motor Vehicle .....	462,082	37,036	89,656	179,773	17,808	22,222	46,063	69,526
Garage & Filling Station .....	139,745	10,090	30,338	61,633	4,493	4,804	14,458	13,931
Men's Clothing .....	44,448	2,298	13,262	18,911	1,192	1,473	3,274	4,040
Family Clothing .....	38,373	5,426	13,899	11,923	1,394	1,409	2,185	2,137
Women's Clothing .....	48,963	2,718	13,768	20,840	1,126	1,592	3,480	5,438
Shoe .....	22,476	1,730	5,781	10,389	501	544	1,105	2,427
Hardware .....	44,121	2,777	9,766	18,445	2,263	2,748	4,568	3,554
Lumber & Building Material .....	79,279	2,647	15,307	29,466	7,632	5,979	8,838	9,410
Furniture, Appliance & Radio .....	124,140	7,945	27,953	58,159	4,138	3,674	10,291	11,980
Restaurant .....	98,967	4,700	25,635	39,136	5,333	6,499	6,235	11,429
Fuel .....	99,584	4,971	26,688	51,504	2,847	1,943	255	11,377
Drug .....	70,401	4,960	14,394	30,154	3,984	3,948	5,158	7,806
Jewellery .....	22,794	1,732	4,415	10,670	1,066	1,348	1,076	2,488
Miscellaneous .....	295,676	24,890	66,873	122,283	16,398	12,954	23,845	28,433

(Without Adjustment for Price Changes)

January to March 1956 Over January to March 1955

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES .....	+ 9.2	+ 6.8	+12.9	+ 8.6	+ 4.8	+ 1.6	+ 9.9	+10.5
Grocery & Combination .....	+ 8.5	+ 3.8	+ 9.6	+ 9.5	+ 8.0	+ 4.7	+10.5	+ 6.5
Other Food & Beverage .....	+ 8.3	+ 6.9	+ 8.1	+ 9.3	+ 5.8	- 0.8	+ 1.5	+13.9
General .....	+ 6.8	+ 4.7	+11.6	+ 5.6	+ 5.5	+ 8.7	+ 5.6	+ 6.8
Department .....	+11.1	+ 9.7	+11.7	+12.7	+ 2.1	+10.0	+13.9	+11.4
Variety .....	+19.0	+13.6	+19.1	+20.7	+17.6	+13.0	+25.2	+12.8
Motor Vehicle .....	+ 7.4	+ 4.0	+13.6	+ 3.6	- 0.2	- 7.8	+21.3	+11.6
Garage & Filling Station .....	+ 7.8	+ 7.1	+19.0	+ 4.1	+ 4.7	- 5.8	+ 2.4	+16.2
Men's Clothing .....	+ 9.0	+ 4.6	+20.4	+ 4.8	+ 9.0	- 3.0	+ 6.3	+ 5.2
Family Clothing .....	+13.3	+ 8.1	+22.2	+10.1	+ 9.1	+ 0.2	+ 4.9	+12.9
Women's Clothing .....	+11.9	+10.8	+17.7	+13.4	- 2.5	+ 6.3	+ 0.3	+ 7.0
Shoe .....	+12.4	+ 1.9	+20.1	+11.6	+ 2.9	+ 1.1	+11.7	+12.4
Hardware .....	+ 9.2	+ 5.3	+15.8	+10.9	+12.4	- 8.2	+ 3.8	+ 8.0
Lumber & Building Material .....	+15.1	+11.4	+20.6	+16.7	+12.1	- 1.9	+15.4	+17.4
Furniture, Appliance & Radio .....	+ 8.5	+ 3.5	+28.4	+ 4.5	- 9.3	+ 1.8	+ 5.2	+ 5.4
Restaurant .....	+ 4.6	+ 7.3	+ 4.5	+ 4.2	+ 1.4	+ 9.7	- 2.2	+ 8.0
Fuel .....	+12.4	+ 6.5	+11.4	+13.7	+ 1.1	+ 9.7	+23.8	+14.9
Drug .....	+ 5.7	+ 7.6	+ 4.7	+ 6.8	+ 4.7	- 1.3	+ 2.9	+ 8.7
Jewellery .....	+ 7.4	+17.0	+14.7	+ 3.4	+ 0.9	+ 5.1	+ 4.7	+12.8
Miscellaneous .....	+12.1	+17.8	+15.0	+12.5	+ 9.5	+ 1.7	+ 4.7	+11.9

(Without Adjustment for Price Changes)

March 1956 Over February 1956

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES .....	+21.0	+24.9	+23.2	+19.1	+15.5	+17.8	+18.7	+25.5
Grocery & Combination .....	+15.5	+10.4	+13.5	+17.4	+17.1	+25.0	+19.5	+11.3
Other Food & Beverage .....	+21.4	+14.2	+16.3	+25.7	+14.8	+14.1	+15.4	+30.9
General .....	+18.2	+17.9	+12.2	+12.2	+13.4	+47.7	+13.2	+17.1
Department .....	+24.4	+29.7	+25.3	+20.8	+29.8	+26.8	+32.0	+20.6
Variety .....	+47.8	+52.6	+48.8	+50.4	+56.9	+28.2	+37.0	+34.7
Motor Vehicle .....	+33.5	+60.5	+44.5	+30.0	- 9.2	+26.9	+22.5	+37.9
Garage & Filling Station .....	+13.5	+77.8	+14.1	+ 5.7	+26.5	-23.1	- 3.2	+47.7
Men's Clothing .....	+39.1	+18.8	+75.4	+28.2	+21.8	+18.6	+11.9	+38.9
Family Clothing .....	+66.3	+74.4	+95.6	+46.6	+108.6	+19.6	+37.8	+28.7
Women's Clothing .....	+40.7	+31.9	+33.2	+38.6	+39.9	+34.8	+34.9	+91.0
Shoe .....	+57.5	+43.5	+89.4	+49.5	+90.2	+31.4	+70.2	+30.6
Hardware .....	+22.5	+15.9	+19.8	+23.4	- 0.3	+31.2	+25.2	+36.4
Lumber & Building Material .....	+ 0.1	+14.3	+ 8.2	- 5.9	- 0.3	-14.0	+ 2.0	+ 9.2
Furniture, Appliance & Radio .....	+10.6	+15.6	+16.3	+13.1	- 5.8	+25.2	- 9.0	+ 2.9
Restaurant .....	+ 7.7	+46.9	- 3.5	+ 7.4	+15.9	- 7.0	+18.7	+20.3
Hotel .....	- 1.4	- 0.5	+ 1.3	+ 1.1	+ 1.6	-21.7	-17.4	-14.7
Dig .....	+ 9.7	+11.6	+ 8.5	+11.0	- 9.0	+19.3	+ 6.4	+14.4
Jewellery .....	+18.0	+ 8.5	+30.1	+11.4	+ 6.8	+87.6	+11.9	+11.5
Miscellaneous .....	+22.6	+ 2.9	+30.5	+16.4	+39.8	- 4.2	+30.4	+50.2



# Department Store Sales and Stocks

March 1955 and March 1956

These figures are estimates of total department store sales and stocks.

Stocks are at selling value.

Department	SALES			STOCKS		
	March 1955	March 1956	Change 1956/55	Feb. 28 1955	Feb. 29 1956	Change 1956/55
	\$'000	\$'000	%	\$'000	\$'000	%
<b>TOTAL, ALL DEPARTMENTS .....</b>	<b>81,722</b>	<b>93,503</b>	<b>+ 14.4</b>	<b>256,095</b>	<b>276,248</b>	<b>+ 7.9</b>
1. Women's and Misses' Dresses.....	2,754	2,956	+ 7.3	5,820	6,227	+ 7.0
2. Women's and Misses' Coats and Suits	3,344	3,853	+ 15.2	5,479	5,945	+ 8.5
3. Women's and Misses' Sportswear.....	1,879	2,144	+ 14.1	6,795	7,325	+ 7.8
4. Furs .....	737	825	+ 11.9	4,000	4,815	+ 20.4
5. Girls' and Infants' Wear .....	4,094	5,208	+ 27.2	11,891	13,734	+ 15.5
6. Lingerie and Corsets .....	3,141	3,414	+ 8.7	8,903	9,822	+ 10.3
7. Aprons, Housedresses and Uniforms....	428	509	+ 18.9	944	1,029	+ 9.0
8. Millinery .....	1,004	1,360	+ 35.5	1,512	1,562	+ 3.3
9. Hosiery and Apparel Accessories .....	2,954	3,555	+ 20.3	8,536	9,213	+ 7.9
10. Women's, Misses' and Children's Shoes	3,470	3,972	+ 14.5	14,795	15,861	+ 7.2
<b>Ladies' Apparel and Accessories.</b>						
<b>Total 1 - 10 .....</b>	<b>23,805</b>	<b>27,796</b>	<b>+ 16.8</b>	<b>68,675</b>	<b>75,533</b>	<b>+ 10.0</b>
11. Men's Clothing .....	2,788	3,278	+ 17.6	9,108	9,551	+ 4.9
12. Men's Furnishings .....	2,648	3,207	+ 21.1	12,075	12,613	+ 4.5
13. Boys' Clothing and Furnishings .....	2,016	2,470	+ 22.5	7,043	7,724	+ 9.7
14. Men's and Boys' Shoes .....	1,164	1,367	+ 17.4	5,123	5,603	+ 9.4
15. Food and Kindred Products.....	5,737	6,987	+ 21.8	4,288	(b)	(b)
16. Toiletries, Cosmetics and Drugs .....	2,096	2,322	+ 10.8	5,569	5,909	+ 6.1
17. Photographic Equipment and Supplies..	236	308	+ 30.5	933	1,121	+ 20.2
18. Piece Goods .....	2,297	2,585	+ 12.5	8,945	9,031	+ 1.0
19. Linens and Domestic Goods .....	2,341	2,323	- 0.8	9,067	9,097	+ 0.3
20. Smallwares .....	1,671	1,550	- 7.2	5,902	5,254	- 11.0
21. China and Glassware .....	823	918	+ 11.5	8,067	7,757	- 3.8
22. Home Furnishings .....	5,748	6,337	+ 10.2	22,769	23,895	+ 4.9
23. Furniture .....	5,030	5,615	+ 11.6	15,309	16,034	+ 4.7
24. Major Appliances .....	4,234	4,909	+ 15.9	12,310	14,380	+ 16.8
25. Radio and Music .....	2,505	2,384	- 4.8	6,572	7,432	+ 13.1
26. Hardware and Housewares .....	5,268	6,107	+ 15.9	18,568	21,528	+ 15.9
27. Jewellery .....	1,151	1,371	+ 19.1	7,526	7,309	- 2.9
28. Sporting Goods and Luggage .....	1,800	2,173	+ 20.7	12,100	13,112	+ 8.4
29. Stationery, Books and Magazines.....	1,482	1,731	+ 16.8	4,232	4,420	+ 4.4
30. All Other Departments .....	6,882	7,765	+ 12.8	11,914	12,856	+ 7.9

(b) Not available

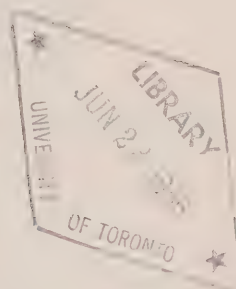




CANADA

# RETAIL TRADE

APRIL, 1956



*Published by Authority of*

The Right Honourable C. D. Howe, Minister of Trade and Commerce

**DOMINION BUREAU OF STATISTICS**

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## RETAIL TRADE

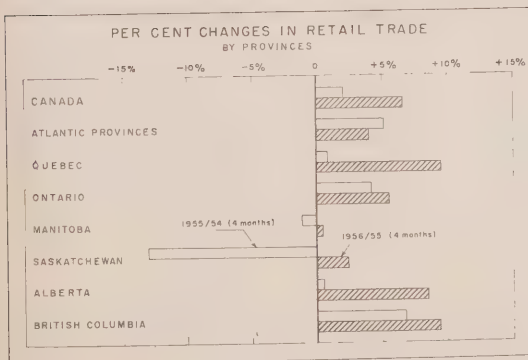
Estimated dollar sales by Canadian retail stores amounted to \$1,106,866,000 during the month of April 1956. These sales were 0.5% above those of the same month last year when they were \$1,101,038,000. With the addition of April, sales for the first four months of this year were an estimated 6.6% greater at \$3,896,470,000 than the estimated \$3,655,519,000 for the same period a year ago. These and other estimates contained in this bulletin are not adjusted for seasonal variations, price changes or number of shopping days.

### Total Retail Trade in Canada

<u>Period</u>	<u>1955</u> \$'000	<u>1956</u> \$'000	<u>% Change</u> 1956/1955
January .....	840,073	879,965	+ 4.7
February .....	798,533	864,230	+ 8.2
March .....	915,875	1,045,409	+ 14.1
April .....	<u>1,101,038</u>	<u>1,106,866</u>	<u>+ 0.5</u>
Total .....	<u>3,655,519</u>	<u>3,896,470</u>	<u>+ 6.6</u>

Only four of the seven regions of the country showed greater sales this April as compared with a year ago. These increases were British Columbia 6.8%, Alberta 5.7%, Saskatchewan 4.3% and Quebec 2.2%. Manitoba had the largest percentage decrease in sales during the month with 9.2% while the Atlantic Provinces and Ontario had drops of 2.4% and 1.8% respectively.

By trades, eight of the eighteen specified, along with the miscellaneous category registered greater sales during April. No doubt, due to the



colder weather experienced in most parts of the country during the month the fuel dealer classification registered sales 30.9% above those of April 1955. The other larger increases occurred in the durable goods categories with lumber and building

the year to date the lumber and building material dealer group also showed the greatest percentage increase (17.8%).

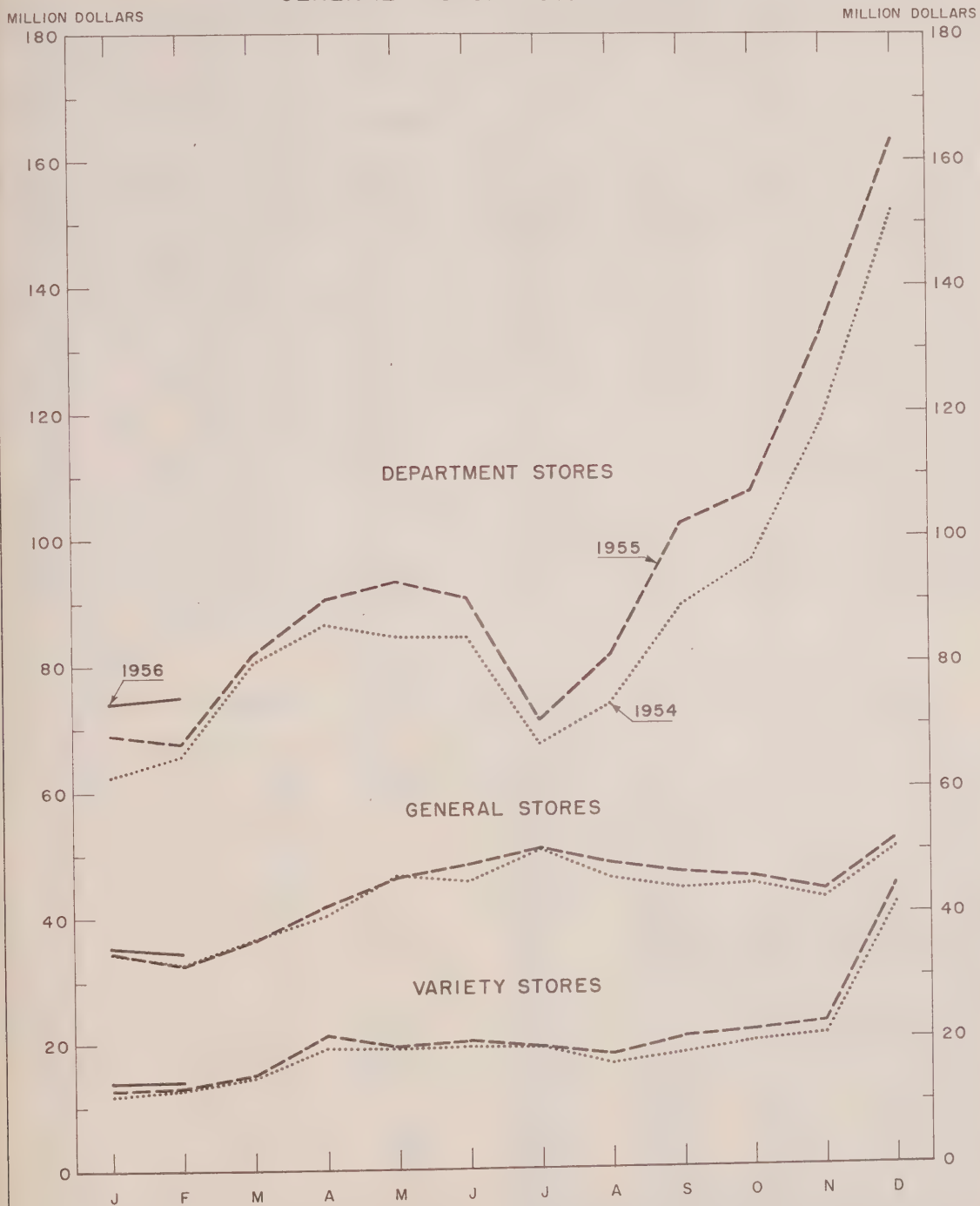
Percentage Change in Selected Retail Trade  
January and February 1956 over January and February 1955

Chains and Independents

Canada

	<u>All Stores</u>	<u>Chains</u>	<u>Independents</u>
Grocery and Combination...	+ 5.3	+ 9.8	+ 2.4
Family Clothing .....	+ 1.3	- 6.5	+ 3.1
Women's Clothing .....	+ 2.7	+ 3.0	+ 2.6
Shoe .....	+ 1.6	+ 2.1	+ 1.3
Lumber and Building Material	+ 17.8	+ 14.8	+ 18.4
Furniture, Appliance and Radio	+ 8.0	+ 12.2	+ 7.1
Restaurant.....	+ 4.3	+ 2.6	+ 4.5
Drug .....	+ 3.8	+ 5.1	+ 3.6
Jewellery .....	+ 4.0	+ 8.0	+ 2.4

# MONTHLY SALES GENERAL MERCHANDISE TRADE





## Estimated Retail Trade — Chain and Independent — By Provinces and Kinds of Business

April, 1956

(in thousands of dollars)

	KIND OF BUSINESS OR STORE	All Stores	Chain	Independent	All Stores
		Canada			Atlantic
1	TOTAL, ALL TRADES .....	1,106,866	180,314	926,552	91,793
2	Grocery & Combination .....	200,444	82,197	118,248	18,880
3	Other Food & Beverage .....	69,318	31,994	37,324	5,992
4	General .....	39,437	2,314	37,123	9,089
5	Department .....	94,869	-	94,869	7,701
6	Variety .....	18,867	15,394	3,473	1,761
7	Motor Vehicle .....	259,562	2,429	257,133	21,679
8	Garage & Filling Station .....	54,487	337	54,150	2,838
9	Men's Clothing .....	15,885	1,825	14,061	838
10	Family Clothing .....	16,046	2,586	13,460	2,204
11	Women's Clothing .....	18,121	4,348	13,773	881
12	Shoe .....	10,215	3,852	6,364	844
13	Hardware .....	19,803	1,679	18,124	1,491
14	Lumber & Building Material .....	34,501	4,937	29,564	985
15	Furniture, Appliance & Radio .....	40,098	7,953	32,145	2,560
16	Restaurant .....	37,230	2,797	34,433	1,821
17	Fuel .....	18,922	227	18,695	1,068
18	Drug .....	23,239	3,048	20,191	1,652
19	Jewellery .....	7,840	2,513	5,327	492
20	Miscellaneous .....	127,982	9,884	118,095	9,017
		Manitoba			Saskatchewan
21	TOTAL, ALL TRADES .....	52,990	6,746	46,244	66,950
22	Grocery & Combination .....	9,154	3,296	5,858	7,337
23	Other Food & Beverage .....	1,949	1,190	758	2,168
24	General .....	3,200	(a)	(a)	4,908
25	Department .....	8,595	-	8,595	5,023
26	Variety .....	470	448	22	714
27	Motor Vehicle .....	9,808	-	9,808	19,854
28	Garage & Filling Station .....	1,765	(a)	(a)	2,425
29	Men's Clothing .....	399	55	344	542
30	Family Clothing .....	654	(a)	(a)	725
31	Women's Clothing .....	451	160	291	695
32	Shoe .....	349	68	281	326
33	Hardware .....	1,207	(a)	(a)	1,842
34	Lumber & Building Material .....	2,779	289	2,490	2,339
35	Furniture, Appliance & Radio .....	1,249	124	1,126	1,820
36	Restaurant .....	2,208	172	2,037	2,300
37	Fuel .....	574	-	574	365
38	Drug .....	1,209	(a)	(a)	1,416
39	Jewellery .....	417	(a)	(a)	335
40	Miscellaneous .....	6,553	540	6,012	11,816

(a) Indicates figures withheld to avoid disclosing individual operations, but are included in the totals. Any slight differences between the totals and their components are due to the rounding of the figures.

April, 1956

(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent	No.
Provinces			Quebec			Ontario		
12,904	78,889	263,494	38,327	225,167	418,520	84,410	334,110	1
3,377	15,503	57,464	18,035	39,429	77,404	44,187	33,217	2
3,458	2,534	19,172	5,004	14,168	27,077	14,079	12,998	3
557	8,532	7,117	415	6,702	7,066	425	6,642	4
-	7,701	17,189	-	17,189	31,630	-	31,630	5
1,529	233	5,325	4,119	1,206	8,308	7,014	1,294	6
2,126	19,553	56,961	-	56,961	94,818	(a)	(a)	7
(a)	(a)	12,031	(a)	(a)	23,430	(a)	(a)	8
(a)	(a)	4,629	310	4,319	6,632	1,147	5,484	9
273	1,931	5,757	1,389	4,368	4,522	644	3,878	10
146	735	5,113	1,106	4,006	7,641	1,826	5,815	11
(a)	(a)	2,869	1,062	1,808	4,135	2,053	2,082	12
(a)	(a)	3,908	(a)	(a)	7,783	748	7,036	13
-	985	7,001	(a)	(a)	12,636	1,148	11,488	14
400	2,160	11,208	2,625	8,583	17,167	3,248	13,920	15
56	1,765	9,335	720	8,615	14,240	1,047	13,193	16
-	1,068	4,988	-	4,988	9,550	(a)	(a)	17
153	1,500	4,830	436	4,394	9,865	1,349	8,517	18
140	353	1,828	486	1,342	3,548	1,148	2,401	19
321	8,697	26,769	1,684	25,085	51,068	3,808	47,261	20
Saskatchewan		Alberta			British Columbia			
6,772	60,178	90,611	12,398	78,213	122,519	18,764	103,755	21
2,112	5,225	11,635	4,572	7,063	18,571	6,618	11,953	22
1,186	983	4,293	(a)	(a)	8,666	(a)	(a)	23
(a)	(a)	3,969	(a)	(a)	4,087	610	3,477	24
-	5,023	9,534	-	9,534	15,197	-	15,197	25
590	124	1,185	925	260	1,103	769	334	26
-	19,854	24,062	-	24,062	32,381	-	32,381	27
(a)	(a)	6,591	(a)	(a)	5,408	(a)	(a)	28
(a)	(a)	1,408	(a)	(a)	1,438	(a)	(a)	29
(a)	(a)	920	112	807	1,266	(a)	(a)	30
161	534	1,421	401	1,020	1,921	549	1,372	31
89	238	530	182	348	1,163	235	928	32
(a)	(a)	2,180	(a)	(a)	1,394	(a)	(a)	33
1,001	1,338	4,150	1,742	2,407	4,612	453	4,159	34
232	1,588	2,497	329	2,168	3,598	996	2,601	35
(a)	(a)	2,623	92	2,531	4,703	677	4,026	36
-	365	26	-	26	2,352	(a)	(a)	37
(a)	(a)	1,663	289	1,374	2,604	625	1,979	38
90	245	376	211	164	845	331	514	39
814	11,002	11,548	902	10,646	11,210	1,816	9,395	40

## Percentage Changes in Retail Trade - By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

April 1956 Over April 1955

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES .....	+ 0.5	- 2.4	+ 2.2	- 1.8	- 9.2	+ 4.3	+ 5.7	+ 6.8
Grocery & Combination .....	- 3.6	- 5.8	- 2.1	- 4.1	- 2.2	- 7.2	- 4.3	- 2.4
Other Food & Beverage .....	- 9.0	- 9.6	- 6.4	-11.8	- 9.0	-10.4	- 8.6	- 4.4
General .....	- 6.1	- 6.8	- 3.8	- 8.7	-11.0	- 4.7	- 6.6	- 0.8
Department .....	+ 5.2	+ 5.0	- 0.1	+ 3.1	+ 6.7	+ 8.9	+13.0	+ 9.5
Variety .....	-11.7	-15.2	-14.2	-12.6	-16.7	- 3.5	+ 6.1	- 4.4
Motor Vehicle .....	+ 5.8	+ 4.7	+10.2	+ 0.5	-28.9	+20.5	+18.2	+16.4
Garage & Filling Station .....	+ 1.8	+ 3.3	+11.2	- 2.9	- 3.0	-13.4	+ 0.4	+16.4
Men's Clothing .....	-14.0	-14.7	-21.2	-14.2	- 9.5	-13.6	+ 1.2	+ 1.5
Family Clothing .....	-12.3	- 5.4	-10.3	-20.5	- 2.5	-15.3	-11.5	- 2.6
Women's Clothing .....	-11.8	-19.3	-13.3	- 9.9	-18.1	-12.8	- 6.7	-12.9
Shoe .....	-14.7	-13.0	-17.0	-20.2	-13.4	- 5.2	- 2.2	+ 7.8
Hardware .....	+ 0.5	- 4.9	+ 9.8	- 4.4	+ 9.5	+ 2.7	+ 8.3	- 8.8
Lumber & Building Material .....	+21.1	- 0.1	+27.2	+15.5	+15.8	+20.8	+30.0	+30.8
Furniture, Appliance & Radio .....	+ 1.5	+ 7.0	+ 2.3	+ 2.5	- 5.7	-11.5	- 6.8	+ 6.6
Restaurant .....	- 0.4	- 9.1	+ 1.4	- 0.6	- 2.8	+ 2.4	- 1.1	+ 0.4
Fuel .....	+30.9	+14.8	+34.0	+38.8	+100.0	+23.7	-16.1	+ 1.9
Drug .....	- 2.5	- 4.7	+ 0.2	- 4.3	- 4.4	+ 2.5	- 0.7	- 2.0
Jewellery .....	+ 5.3	- 1.2	+11.1	+ 7.1	- 2.3	+ 2.8	+ 4.4	- 4.0
Miscellaneous .....	+ 2.9	- 3.1	+10.3	+ 1.0	-17.1	+ 3.7	+ 4.5	+13.6



Estimated Retail Trade — By Provinces and Kinds of Business

January to April 1956

(in thousands of dollars)

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
TOTAL, ALL TRADES .....	3,896,470	326,832	918,237	1,522,768	186,405	195,171	307,923	439,161
Grocery & Combination .....	792,507	74,354	224,360	310,929	35,214	29,872	45,652	72,127
Other Food & Beverage .....	273,148	22,864	74,087	109,301	7,697	8,553	16,796	33,848
General .....	150,577	35,031	24,842	28,156	12,686	19,306	15,635	14,922
Department .....	337,573	26,269	60,982	113,196	29,372	17,115	35,062	55,578
Variety .....	67,685	6,024	19,004	30,865	1,639	2,388	3,952	3,815
Motor Vehicle .....	721,644	58,715	146,617	274,591	27,616	42,076	70,125	101,907
Garage & Filling Station .....	194,232	12,928	42,369	85,063	6,258	7,229	21,049	19,339
Men's Clothing .....	60,333	3,136	17,891	25,543	1,591	2,015	4,682	5,478
Family Clothing .....	54,419	7,630	19,656	16,445	2,048	2,134	3,105	3,403
Women's Clothing .....	67,084	3,599	18,881	28,481	1,577	2,287	4,901	7,359
Shoe .....	32,691	2,574	8,650	14,524	850	870	1,635	3,590
Hardware .....	63,924	4,268	13,674	26,228	3,470	4,590	6,748	4,948
Lumber & Building Material .....	113,780	3,632	22,308	42,102	10,411	8,318	12,988	14,022
Furniture, Appliance & Radio .....	164,238	10,505	39,161	75,326	5,387	5,494	12,788	15,578
Restaurant .....	136,197	6,521	34,970	53,376	7,541	8,799	8,858	16,132
Fuel .....	118,506	6,039	31,676	61,054	3,421	2,308	281	13,729
Drug .....	93,640	6,612	19,224	40,019	5,193	5,364	6,821	10,410
Jewellery .....	30,634	2,224	6,243	14,218	1,483	1,683	1,452	3,333
Miscellaneous .....	423,658	33,907	93,642	173,351	22,951	24,770	35,393	39,643

## Percentage Changes in Retail Trade — By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

January to April 1956 Over January to April 1955

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES .....	+ 6.6	+ 4.0	+ 9.6	+ 5.5	+ 0.4	+ 2.5	+ 8.6	+ 9.5
Grocery & Combination .....	+ 5.1	+ 1.2	+ 6.4	+ 5.7	+ 5.2	+ 1.5	+ 6.3	+ 4.1
Other Food & Beverage .....	+ 3.4	+ 2.0	+ 3.9	+ 3.2	+ 1.6	- 3.4	- 1.3	+ 8.6
General .....	+ 3.1	+ 1.5	+ 6.7	+ 1.6	+ 0.8	+ 4.9	+ 2.2	+ 4.6
Department .....	+ 9.4	+ 8.3	+ 8.1	+ 9.9	+ 3.4	+ 9.6	+13.7	+10.9
Variety .....	+ 8.5	+ 3.3	+ 7.4	+ 9.4	+ 5.2	+ 7.5	+18.8	+ 7.2
Motor Vehicle .....	+ 6.8	+ 4.3	+12.3	+ 2.5	-12.7	+ 3.7	+20.2	+13.1
Garage & Filling Station .....	+ 6.0	+ 6.2	+16.7	+ 2.1	+ 2.4	- 8.5	+ 1.8	+16.2
Men's Clothing .....	+ 1.8	- 1.4	+ 5.9	- 0.9	+ 3.6	- 6.1	+ 4.7	+ 4.2
Family Clothing .....	+ 4.3	+ 3.8	+10.5	- 0.4	+ 5.1	- 5.7	- 0.5	+ 6.6
Women's Clothing .....	+ 4.3	+ 1.5	+ 7.3	+ 6.0	- 7.6	- 0.3	- 1.8	+ 1.0
Shoe .....	+ 2.2	- 3.5	+ 4.6	+ 0.2	- 4.5	- 1.4	+ 6.8	+10.8
Hardware .....	+ 6.4	+ 1.5	+14.0	+ 5.9	+11.4	- 4.1	+ 5.2	+ 2.7
Lumber & Building Material .....	+16.8	+ 8.0	+22.6	+16.3	+13.1	+ 3.6	+19.7	+21.5
Furniture, Appliance & Radio .....	+ 6.7	+ 4.3	+19.7	+ 4.1	- 8.5	- 3.0	+ 2.6	+ 5.6
Restaurant .....	+ 3.2	+ 2.1	+ 3.6	+ 2.9	+ 0.1	+ 7.7	- 1.9	+ 5.7
Fuel .....	+15.0	+ 7.9	+14.4	+17.0	+10.3	+11.7	+18.6	+12.4
Drug .....	+ 3.6	+ 4.2	+ 3.5	+ 3.9	+ 2.4	- 0.3	+ 2.0	+ 5.8
Jewellery .....	+ 6.9	+12.4	+13.7	+ 4.3	- 0.1	+ 4.6	+ 4.6	+ 8.0
Miscellaneous .....	+ 9.1	+11.4	+13.7	+ 8.9	+ 0.3	+ 2.6	+ 4.6	+12.4



(Without Adjustment for Price Changes)

April 1956 Over March 1956

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES .....	+ 5.9	+ 2.1	+ 5.4	+ 2.4	+ 9.7	+43.4	+11.0	+ 2.1
Grocery & Combination .....	- 7.2	- 5.5	- 3.2	-10.5	- 5.6	-15.9	- 8.1	- 2.4
Other Food & Beverage .....	-11.3	- 6.0	- 7.0	-16.0	- 8.4	- 7.2	- 7.6	-11.6
General .....	- 3.9	- 3.8	+10.0	- 6.5	- 7.1	-15.1	- 5.5	- 0.9
Department .....	+ 1.5	+ 3.1	+ 0.3	+ 2.3	+ 6.7	+ 8.1	- 4.0	- 1.1
Variety .....	- 9.4	- 6.4	- 8.6	-14.4	- 7.8	+ 6.7	+ 3.0	+ 1.4
Motor Vehicle .....	+36.6	+30.9	+44.3	+29.2	+75.7	+134.5	+30.0	+15.4
Garage & Filling Station .....	+10.4	-32.7	+13.2	+11.9	+10.3	+74.7	+34.0	- 4.5
Men's Clothing .....	- 9.2	+ 0.2	-18.6	-11.6	+13.4	+12.0	+29.1	- 7.5
Family Clothing .....	- 2.8	- 9.3	-13.8	- 4.1	+12.0	+45.0	+ 4.2	+75.3
Women's Clothing .....	- 6.5	-14.5	-10.1	- 5.0	- 1.1	+18.0	+ 9.1	-15.4
Shoe .....	+ 9.5	+23.0	+ 8.1	- 1.2	+63.8	+62.2	+10.4	+27.2
Hardware .....	+19.7	+44.2	+11.1	+14.2	+53.2	+60.5	+22.3	- 3.9
Lumber & Building Material .....	+32.0	- 2.5	+22.4	+39.1	+14.0	+35.4	+31.9	+53.5
Furniture, Appliance & Radio .....	- 6.0	- 8.0	+ 5.0	-10.8	- 2.7	+46.9	-17.4	-18.4
Restaurant .....	+ 8.8	- 7.1	+13.6	+ 3.9	+16.2	+14.7	+14.3	+13.8
Fuel .....	-38.2	-39.4	-42.2	-38.9	-34.5	-26.9	-54.4	-26.2
Drug .....	- 6.7	- 7.5	- 4.2	- 7.8	- 9.4	+ 0.3	- 5.9	- 9.7
Jewellery .....	- 7.6	-24.4	- 0.3	- 3.2	- 1.4	-44.7	(c)	- 9.0
Miscellaneous .....	+16.0	+13.1	+ 1.9	+15.3	- 1.7	+177.2	+22.8	- 1.9

(c) Unchanged





CANADA

# RETAIL TRADE

MARCH, 1956



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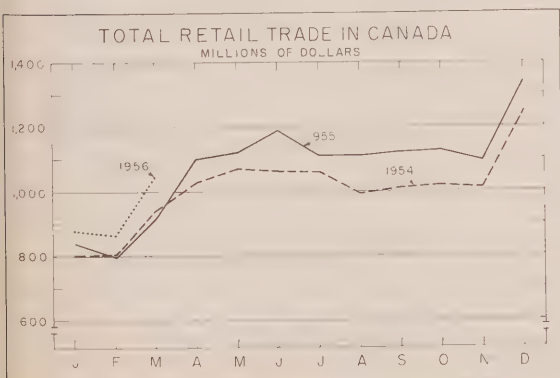
## RETAIL TRADE

Estimated retail sales in Canada for the first three months of 1956 were 9.2% above those for the corresponding period in 1955. The value of sales for this period was estimated to be \$2,789,604,000 as compared with \$2,554,481,000 last year. Due largely to the fact that the Easter trade fell in March this year, sales were 14.1% greater for this month with a value of \$1,045,409,000 as compared with \$915,875,000 in the same month a year ago. These and other estimates contained in this bulletin are not adjusted for seasonal variations, price changes or number of shopping days.

All provinces showed percentage increases in sales in the first quarter of 1956 as compared with 1955. Quebec, largest among the increases with a gain of 12.9%, was well above the national average of 9.2%. British Columbia and Alberta showed gains of 10.5% and 9.9%, respectively, and were also above the average for all regions. Other provinces, ranked by percentage of increase, were: Ontario 8.6%, Atlantic Provinces 6.8%, Manitoba 4.8% and Saskatchewan 1.6%. For the month of March 1956, Quebec also had the

### Total Retail Trade in Canada

<u>Period</u>	<u>1955</u> \$'000	<u>1956</u> \$'000	<u>% Change</u> <u>1956/1955</u>
January .....	840,073	879,965	+ 4.7
February .....	798,533	864,230	+ 8.2
March .....	915,875	1,045,409	+ 14.1
<b>Total .....</b>	<b>2,554,481</b>	<b>2,789,604</b>	<b>+ 9.2</b>



largest increase 18.5%, followed by Alberta 15.2%, Ontario 13.6%, British Columbia 13.4%, Manitoba 12.0%, Atlantic Provinces 10.0% and Saskatchewan 7.3%.

All eighteen of the kind of business classifications shown, as



well as the miscellaneous category, recorded sales increases in the first quarter of 1956. Variety stores, with sales greater by 19.0%, had the largest gain in the three-month period, although lumber and building material dealers and family clothing stores also had substantial increases of 15.1% and 13.3%. Other types of business showing large increases were: shoe stores and fuel dealers each with 12.4%, women's clothing 11.9%, department stores 11.1%, and hardware stores 9.2%.

Department stores with a rise in sales of 11.1% had a dollar value of \$242,704,000 for the first three months of 1956. Stocks on hand in department stores at the end of February had an estimated selling value of \$276,248,000 higher by 7.9% than stocks of \$256,095,000 at the same date in 1955.

Percentage Changes in Selected Retail Trades  
January to March 1956 over January to March 1955

Chains and Independents

	<u>Canada</u>		
	<u>All Stores</u>	<u>Chains</u>	<u>Independents</u>
Grocery and Combination ....	+ 8.5	+ 13.3	+ 5.3
Family Clothing .....	+ 13.3	+ 6.3	+ 14.9
Women's Clothing .....	+ 11.9	+ 14.2	+ 11.3
Shoe .....	+ 12.4	+ 14.5	+ 11.2
Lumber and Building Material	+ 15.1	+ 13.8	+ 15.3
Furniture, Appliance and Radio	+ 8.5	+ 13.5	+ 7.4
Restaurant.....	+ 4.6	+ 2.4	+ 4.8
Drug .....	+ 5.7	+ 5.7	+ 5.7
Jewellery.....	+ 7.4	+ 6.7	+ 7.8

# MONTHLY SALES FOOD TRADES

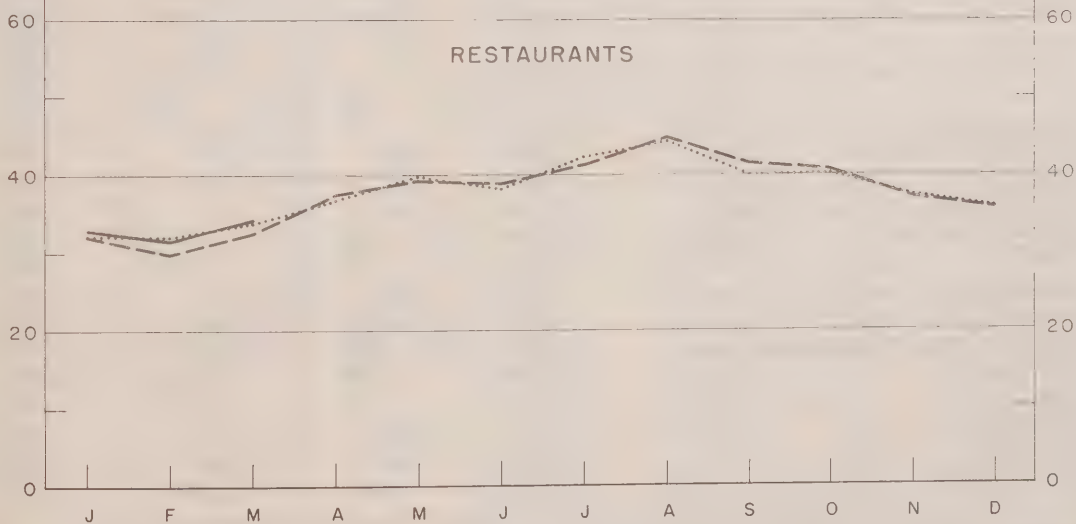
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## GROCERY AND COMBINATION STORES



## RESTAURANTS



March, 1956

(in thousands of dollars)

KIND OF BUSINESS OR STORE		All Stores	Chain	Independent	All Stores
		Canada			Atlantic
1	TOTAL, ALL TRADES .....	1,045,409	198,445	846,964	89,875
2	Grocery & Combination .....	215,941	92,473	123,469	19,974
3	Other Food & Beverage .....	78,138	40,165	37,973	6,375
4	General .....	41,025	2,292	38,733	9,448
5	Department .....	93,503	-	93,503	7,472
6	Variety .....	20,830	17,320	3,510	1,881
7	Motor Vehicle .....	190,010	1,806	188,204	16,562
8	Garage & Filling Station .....	49,359	372	48,987	4,220
9	Men's Clothing .....	17,504	1,885	15,619	836
10	Family Clothing .....	16,511	2,872	13,639	2,431
11	Women's Clothing .....	19,384	4,643	14,740	1,030
12	Shoe .....	9,332	3,582	5,749	686
13	Hardware .....	16,539	1,433	15,107	1,034
14	Lumber & Building Material .....	26,130	3,333	22,797	1,010
15	Furniture, Appliance & Radio .....	42,655	8,482	34,174	2,782
16	Restaurant .....	34,211	2,666	31,545	1,960
17	Fuel .....	30,623	372	30,250	1,762
18	Drug .....	24,921	3,145	21,776	1,785
19	Jewellery .....	8,483	2,613	5,870	651
20	Miscellaneous .....	110,310	8,991	101,319	7,976
		Manitoba			Saskatchewan
21	TOTAL, ALL TRADES .....	48,320	7,037	41,283	46,687
22	Grocery & Combination .....	9,693	3,486	6,207	8,728
23	Other Food & Beverage .....	2,128	1,458	670	2,335
24	General .....	3,444	(a)	(a)	5,783
25	Department .....	8,052	-	8,052	4,645
26	Variety .....	510	486	24	669
27	Motor Vehicle .....	5,581	-	5,581	8,467
28	Garage & Filling Station .....	1,600	(a)	(a)	1,388
29	Men's Clothing .....	352	48	304	484
30	Family Clothing .....	584	(a)	(a)	500
31	Women's Clothing .....	456	147	310	589
32	Shoe .....	213	45	168	201
33	Hardware .....	788	(a)	(a)	1,148
34	Lumber & Building Material .....	2,437	266	2,171	1,727
35	Furniture, Appliance & Radio .....	1,283	126	1,156	1,239
36	Restaurant .....	1,900	158	1,742	2,005
37	Fuel .....	877	-	877	499
38	Drug .....	1,334	(a)	(a)	1,412
39	Jewellery .....	423	(a)	(a)	606
40	Miscellaneous .....	6,665	437	6,228	4,262

(a) Indicates figures withheld to avoid disclosing individual operations, but are included in the totals. Any slight differences between the totals and their components are due to the rounding of the figures.

Estimated Retail Trade - Chain and Independent - By Provinces and Kinds of Business

5

March, 1956

(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent	No.
Provinces			Quebec			Ontario		
13,217	76,658	250,109	43,310	206,799	408,799	95,733	313,066	1
3,716	16,258	59,355	20,324	39,030	86,501	50,231	36,270	2
3,584	2,791	20,612	6,707	13,905	32,236	18,811	13,425	3
458	8,990	6,470	504	5,967	7,555	447	7,108	4
-	7,472	17,131	-	17,131	30,913	-	30,913	5
1,716	166	5,824	4,546	1,277	9,707	8,362	1,345	6
1,543	15,019	39,482	-	39,482	73,364	(a)	(a)	7
(a)	(a)	10,628	(a)	(a)	20,940	(a)	(a)	8
(a)	(a)	5,684	371	5,312	7,502	1,162	6,341	9
510	1,921	6,675	1,470	5,205	4,717	680	4,037	10
167	864	5,689	1,270	4,419	8,046	1,992	6,054	11
(a)	(a)	2,653	1,081	1,572	4,185	1,946	2,239	12
(a)	(a)	3,518	(a)	(a)	6,818	672	6,146	13
-	1,010	5,719	(a)	(a)	9,086	304	8,781	14
437	2,345	10,676	3,016	7,660	19,241	3,250	15,991	15
55	1,905	8,215	729	7,485	13,706	1,099	12,607	16
-	1,762	8,625	-	8,625	15,619	(a)	(a)	17
154	1,631	5,044	447	4,597	10,695	1,403	9,291	18
159	492	1,834	498	1,336	3,664	1,202	2,462	19
344	7,633	26,275	1,470	24,805	44,304	3,557	40,746	20
Saskatchewan			Alberta			British Columbia		
6,715	39,972	81,615	12,659	68,956	120,006	19,779	100,227	21
2,483	6,246	12,666	5,117	7,549	19,024	7,116	11,909	22
1,401	934	4,645	(a)	(a)	9,807	(a)	(a)	23
(a)	(a)	4,199	(a)	(a)	4,126	574	3,552	24
-	4,645	9,927	-	9,927	15,363	-	15,363	25
553	117	1,151	898	253	1,088	759	329	26
-	8,467	18,503	-	18,503	28,053	-	28,053	27
(a)	(a)	4,920	(a)	(a)	5,663	(a)	(a)	28
(a)	(a)	1,091	(a)	(a)	1,554	(a)	(a)	29
(a)	(a)	883	119	764	722	(a)	(a)	30
146	444	1,302	366	937	2,271	556	1,714	31
43	158	480	139	341	914	186	729	32
(a)	(a)	1,783	(a)	(a)	1,450	(a)	(a)	33
714	1,013	3,146	1,365	1,781	3,004	404	2,600	34
237	1,002	3,024	347	2,677	4,411	1,067	3,344	35
(a)	(a)	2,294	83	2,211	4,131	504	3,627	36
-	499	57	-	57	3,184	(a)	(a)	37
(a)	(a)	1,767	273	1,494	2,885	717	2,169	38
96	510	376	227	149	929	325	604	39
638	3,624	9,401	871	8,531	11,427	1,674	9,753	40



(Without Adjustment for Price Changes)

March 1956 Over March 1955

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES .....	+14.1	+10.0	+18.5	+13.6	+12.0	+ 7.3	+15.2	+13.4
Grocery & Combination .....	+14.5	+ 9.9	+15.3	+16.2	+13.9	+11.4	+17.8	+ 9.5
Other Food & Beverage .....	+17.4	+10.4	+16.2	+20.1	+15.7	+ 9.3	+10.3	+22.5
General .....	+11.9	+ 7.0	+18.2	+ 9.5	+12.4	+18.5	+ 7.4	+14.1
Department .....	+14.4	+ 7.9	+13.2	+13.9	+11.7	+19.1	+22.0	+15.7
Variety .....	+37.9	+30.5	+38.5	+40.0	+40.9	+28.4	+44.2	+28.3
Motor Vehicle .....	+ 9.2	+ 3.3	+11.4	+ 8.4	+ 0.7	- 1.8	+22.0	+10.1
Garage & Filling Station .....	+11.0	+14.1	+28.1	+ 6.3	+ 5.8	- 7.9	+ 3.1	+13.7
Men's Clothing .....	+21.3	+13.1	+39.5	+13.2	+16.2	+13.6	+24.5	+11.6
Family Clothing .....	+34.3	+31.3	+42.3	+28.6	+54.1	+10.6	+25.4	+32.5
Women's Clothing .....	+29.8	+ 9.6	+45.2	+26.9	+13.4	+25.1	+11.9	+33.7
Shoe .....	+32.2	+ 7.4	+51.9	+29.6	+17.7	+16.2	+35.2	+24.0
Hardware .....	+12.5	+ 7.9	+20.9	+10.6	+22.2	- 3.7	+12.6	+15.8
Lumber & Building Material .....	+ 9.9	+ 7.7	+10.4	+ 6.0	+ 7.1	-10.5	+31.0	+20.5
Furniture, Appliance & Radio .....	+ 9.4	- 7.5	+23.6	+ 8.4	+ 0.6	- 9.8	+ 3.6	+ 9.3
Restaurant .....	+ 5.1	+ 3.6	+ 3.5	+ 4.1	+ 5.4	+ 9.6	+ 2.4	+12.1
Fuel .....	+10.0	+11.9	+16.1	+12.2	- 6.7	-12.3	-13.6	- 5.0
Drug .....	+ 9.6	+ 9.8	+ 6.5	+11.5	+ 9.2	+ 4.1	+ 6.0	+13.2
Jewellery .....	+13.7	+17.7	+23.8	+ 9.5	+ 3.4	+16.8	+11.9	+14.3
Miscellaneous .....	+20.1	+30.7	+27.9	+17.5	+27.0	+12.4	+ 7.2	+18.0



Estimated Retail Trade — By Provinces and Kinds of Business

January to March 1956

(in thousands of dollars)

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
<b>TOTAL, ALL TRADES .....</b>	<b>2,789,604</b>	<b>235,039</b>	<b>654,743</b>	<b>1,104,247</b>	<b>133,415</b>	<b>128,221</b>	<b>217,312</b>	<b>316,642</b>
Grocery & Combination .....	592,063	55,474	166,896	233,525	26,060	22,535	34,017	53,556
Other Food & Beverage .....	203,830	16,872	54,915	82,224	5,748	6,385	12,503	25,182
General .....	111,140	25,942	17,725	21,090	9,486	14,398	11,666	10,835
Department .....	242,704	18,368	43,793	81,565	20,777	12,092	25,528	40,381
Variety .....	48,818	4,263	13,679	22,557	1,169	1,674	2,767	2,712
Motor Vehicle .....	462,082	37,036	89,656	179,773	17,808	22,222	46,063	69,526
Garage & Filling Station .....	139,745	10,090	30,338	61,633	4,493	4,804	14,458	13,931
Men's Clothing .....	44,448	2,298	13,262	18,911	1,192	1,473	3,274	4,040
Family Clothing .....	38,373	5,426	13,899	11,923	1,394	1,409	2,185	2,137
Women's Clothing .....	48,963	2,718	13,768	20,840	1,126	1,592	3,480	5,438
Shoe .....	22,476	1,730	5,781	10,389	501	544	1,105	2,427
Hardware .....	44,121	2,777	9,766	18,445	2,263	2,748	4,568	3,554
Lumber & Building Material .....	79,279	2,647	15,307	29,466	7,632	5,979	8,838	9,410
Furniture, Appliance & Radio .....	124,140	7,945	27,953	58,159	4,138	3,674	10,291	11,980
Restaurant .....	98,967	4,700	25,635	39,136	5,333	6,499	6,235	11,429
Fuel .....	99,584	4,971	26,688	51,504	2,847	1,943	255	11,377
Drug .....	70,401	4,960	14,394	30,154	3,984	3,948	5,158	7,806
Jewellery .....	22,794	1,732	4,415	10,670	1,066	1,348	1,076	2,488
Miscellaneous .....	295,676	24,890	66,873	122,283	16,398	12,954	23,845	28,433

## Percentage Changes in Retail Trade — By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

January to March 1956 Over January to March 1955

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES .....	+ 9.2	+ 6.8	+12.9	+ 8.6	+ 4.8	+ 1.6	+ 9.9	+10.5
Grocery & Combination .....	+ 8.5	+ 3.8	+ 9.6	+ 9.5	+ 8.0	+ 4.7	+10.5	+ 6.5
Other Food & Beverage .....	+ 8.3	+ 6.9	+ 8.1	+ 9.3	+ 5.8	- 0.8	+ 1.5	+13.9
General .....	+ 6.8	+ 4.7	+11.6	+ 5.6	+ 5.5	+ 8.7	+ 5.6	+ 6.8
Department .....	+11.1	+ 9.7	+11.7	+12.7	+ 2.1	+10.0	+13.9	+11.4
Variety .....	+19.0	+13.6	+19.1	+20.7	+17.6	+13.0	+25.2	+12.8
Motor Vehicle .....	+ 7.4	+ 4.0	+13.6	+ 3.6	- 0.2	- 7.8	+21.3	+11.6
Garage & Filling Station .....	+ 7.8	+ 7.1	+19.0	+ 4.1	+ 4.7	- 5.8	+ 2.4	+16.2
Men's Clothing .....	+ 9.0	+ 4.6	+20.4	+ 4.8	+ 9.0	- 3.0	+ 6.3	+ 5.2
Family Clothing .....	+13.3	+ 8.1	+22.2	+10.1	+ 9.1	+ 0.2	+ 4.9	+12.9
Women's Clothing .....	+11.9	+10.8	+17.7	+13.4	- 2.5	+ 6.3	+ 0.3	+ 7.0
Shoe .....	+12.4	+ 1.9	+20.1	+11.6	+ 2.9	+ 1.1	+11.7	+12.4
Hardware .....	+ 9.2	+ 5.3	+15.8	+10.9	+12.4	- 8.2	+ 3.8	+ 8.0
Lumber & Building Material .....	+15.1	+11.4	+20.6	+16.7	+12.1	- 1.9	+15.4	+17.4
Furniture, Appliance & Radio .....	+ 8.5	+ 3.5	+28.4	+ 4.5	- 9.3	+ 1.8	+ 5.2	+ 5.4
Restaurant .....	+ 4.6	+ 7.3	+ 4.5	+ 4.2	+ 1.4	+ 9.7	- 2.2	+ 8.0
Fuel .....	+12.4	+ 6.5	+11.4	+13.7	+ 1.1	+ 9.7	+23.8	+14.9
Drug .....	+ 5.7	+ 7.6	+ 4.7	+ 6.8	+ 4.7	- 1.3	+ 2.9	+ 8.7
Jewellery .....	+ 7.4	+17.0	+14.7	+ 3.4	+ 0.9	+ 5.1	+ 4.7	+12.8
Miscellaneous .....	+12.1	+17.8	+15.0	+12.5	+ 9.5	+ 1.7	+ 4.7	+11.9

(Without Adjustment for Price Changes)

March 1956 Over February 1956

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES .....	+21.0	+24.9	+23.2	+19.1	+15.5	+17.8	+18.7	+25.5
Grocery & Combination .....	+15.5	+10.4	+13.5	+17.4	+17.1	+25.0	+19.5	+11.3
Other Food & Beverage .....	+21.4	+14.2	+16.3	+25.7	+14.8	+14.1	+15.4	+30.9
General .....	+18.2	+17.9	+12.2	+12.2	+13.4	+47.7	+13.2	+17.1
Department .....	+24.4	+29.7	+25.3	+20.8	+29.8	+26.8	+32.0	+20.6
Variety .....	+47.8	+52.6	+48.8	+50.4	+56.9	+28.2	+37.0	+34.7
Motor Vehicle .....	+33.5	+60.5	+44.5	+30.0	- 9.2	+26.9	+22.5	+37.9
Garage & Filling Station .....	+13.5	+77.8	+14.1	+ 5.7	+26.5	-23.1	- 3.2	+47.7
Men's Clothing .....	+39.1	+18.8	+75.4	+28.2	+21.8	+18.6	+11.9	+38.9
Family Clothing .....	+66.3	+74.4	+95.6	+46.6	+108.6	+19.6	+37.8	+28.7
Women's Clothing .....	+40.7	+31.9	+33.2	+38.6	+39.9	+34.8	+34.9	+91.0
Shoe .....	+57.5	+43.5	+89.4	+49.5	+90.2	+31.4	+70.2	+30.6
Hardware .....	+22.5	+15.9	+19.8	+23.4	- 0.3	+31.2	+25.2	+36.4
Lumber & Building Material .....	+ 0.1	+14.3	+ 8.2	- 5.9	- 0.3	-14.0	+ 2.0	+ 9.2
Furniture, Appliance & Radio .....	+10.6	+15.6	+16.3	+13.1	- 5.8	+25.2	- 9.0	+ 2.9
Restaurant .....	+ 7.7	+46.9	- 3.5	+ 7.4	+15.9	- 7.0	+18.7	+20.3
Tel .....	- 1.4	- 0.5	+ 1.3	+ 1.1	+ 1.6	-21.7	-17.4	-14.7
Dig .....	+ 9.7	+11.6	+ 8.5	+11.0	- 9.0	+19.3	+ 6.4	+14.4
Jewellery .....	+18.0	+ 8.5	+30.1	+11.4	+ 6.8	+87.6	+11.9	+11.5
Miscellaneous .....	+22.6	+ 2.9	+30.5	+16.4	+39.8	- 4.2	+30.4	+50.2



# Department Store Sales and Stocks

March 1955 and March 1956

These figures are estimates of total department store sales and stocks.

Stocks are at selling value.

Department	SALES			STOCKS		
	March 1955	March 1956	Change 1956/55	Feb. 28 1955	Feb. 29 1956	Change 1956/55
	\$'000	\$'000	%	\$'000	\$'000	%
<b>TOTAL, ALL DEPARTMENTS .....</b>	<b>81,722</b>	<b>93,503</b>	<b>+ 14.4</b>	<b>256,095</b>	<b>276,248</b>	<b>+ 7.9</b>
1. Women's and Misses' Dresses.....	2,754	2,956	+ 7.3	5,820	6,227	+ 7.0
2. Women's and Misses' Coats and Suits	3,344	3,853	+ 15.2	5,479	5,945	+ 8.5
3. Women's and Misses' Sportswear.....	1,879	2,144	+ 14.1	6,795	7,325	+ 7.8
4. Furs .....	737	825	+ 11.9	4,000	4,815	+ 20.4
5. Girls' and Infants' Wear .....	4,094	5,208	+ 27.2	11,891	13,734	+ 15.5
6. Lingerie and Corsets .....	3,141	3,414	+ 8.7	8,903	9,822	+ 10.3
7. Aprons, Housedresses and Uniforms....	428	509	+ 18.9	944	1,029	+ 9.0
8. Millinery .....	1,004	1,360	+ 35.5	1,512	1,562	+ 3.3
9. Hosiery and Apparel Accessories .....	2,954	3,555	+ 20.3	8,536	9,213	+ 7.9
10. Women's, Misses' and Children's Shoes	3,470	3,972	+ 14.5	14,795	15,861	+ 7.2
<b>Ladies' Apparel and Accessories.</b>						
<b>Total 1 - 10 .....</b>	<b>23,805</b>	<b>27,796</b>	<b>+ 16.8</b>	<b>68,675</b>	<b>75,533</b>	<b>+ 10.0</b>
11. Men's Clothing .....	2,788	3,278	+ 17.6	9,108	9,551	+ 4.9
12. Men's Furnishings .....	2,648	3,207	+ 21.1	12,075	12,613	+ 4.5
13. Boys' Clothing and Furnishings .....	2,016	2,470	+ 22.5	7,043	7,724	+ 9.7
14. Men's and Boys' Shoes .....	1,164	1,367	+ 17.4	5,123	5,603	+ 9.4
15. Food and Kindred Products.....	5,737	6,987	+ 21.8	4,288	(b)	(b)
16. Toiletries, Cosmetics and Drugs .....	2,096	2,322	+ 10.8	5,569	5,909	+ 6.1
17. Photographic Equipment and Supplies..	236	308	+ 30.5	933	1,121	+ 20.2
18. Piece Goods .....	2,297	2,585	+ 12.5	8,945	9,031	+ 1.0
19. Linens and Domestic Textiles .....	2,341	2,323	- 0.8	9,067	9,097	+ 0.3
20. Smallwares .....	1,671	1,550	- 7.2	5,902	5,254	- 11.0
21. China and Glassware .....	823	918	+ 11.5	8,067	7,757	- 3.8
22. Home Furnishings .....	5,748	6,337	+ 10.2	22,769	23,895	+ 4.9
23. Furniture .....	5,030	5,615	+ 11.6	15,309	16,034	+ 4.7
24. Major Appliances .....	4,234	4,909	+ 15.9	12,310	14,380	+ 16.8
25. Radio and Music .....	2,505	2,384	- 4.8	6,572	7,432	+ 13.1
26. Hardware and Housewares .....	5,268	6,107	+ 15.9	18,568	21,528	+ 15.9
27. Jewellery .....	1,151	1,371	+ 19.1	7,526	7,309	- 2.9
28. Sporting Goods and Luggage.....	1,800	2,173	+ 20.7	12,100	13,112	+ 8.4
29. Stationery, Books and Magazines.....	1,482	1,731	+ 16.8	4,232	4,420	+ 4.4
30. All Other Departments .....	6,882	7,765	+ 12.8	11,914	12,856	+ 7.9

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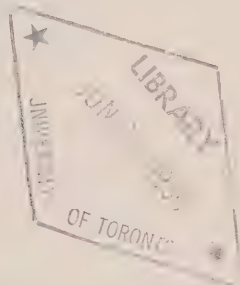


CANADA

Canada Statistics Bureau

# RETAIL TRADE

APRIL, 1956



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The Right Honourable C. D. Howe, Minister of Trade and Commerce

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## RETAIL TRADE

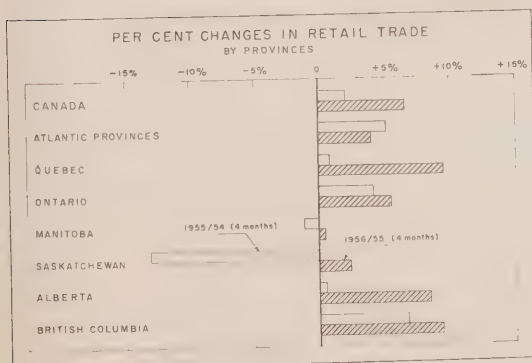
Estimated dollar sales by Canadian retail stores amounted to \$1,106,866,000 during the month of April 1956. These sales were 0.5% above those of the same month last year when they were \$1,101,038,000. With the addition of April, sales for the first four months of this year were an estimated 6.6% greater at \$3,896,470,000 than the estimated \$3,655,519,000 for the same period a year ago. These and other estimates contained in this bulletin are not adjusted for seasonal variations, price changes or number of shopping days.

### Total Retail Trade in Canada

<u>Period</u>	<u>1955</u> \$'000	<u>1956</u> \$'000	<u>% Change</u> 1956/1955
January .....	840,073	879,965	+ 4.7
February .....	798,533	864,230	+ 8.2
March .....	915,875	1,045,409	+ 14.1
April .....	<u>1,101,038</u>	<u>1,106,866</u>	+ 0.5
Total .....	3,655,519	3,896,470	+ 6.6

Only four of the seven regions of the country showed greater sales this April as compared with a year ago. These increases were British Columbia 6.8%, Alberta 5.7%, Saskatchewan 4.3% and Quebec 2.2%. Manitoba had the largest percentage decrease in sales during the month with 9.2% while the Atlantic Provinces and Ontario had drops of 2.4% and 1.8% respectively.

By trades, eight of the eighteen specified, along with the miscellaneous category registered greater sales during April. No doubt, due to the



colder weather experienced in most parts of the country during the month the fuel dealer classification registered sales 30.9% above those of April 1955. The other larger increases occurred in the durable goods categories with lumber and building

2.

material dealers having an increase of 21.1% and motor vehicle dealers 5.8% above sales of a year ago.

Department store sales for the month of April with a dollar value of \$94,869,000 were 5.2% greater than those in April 1955. Stocks held by department stores at the end of March 1956 had an estimated selling value of \$289,649,000. These stocks were 8.3% greater than those of \$267,563,000 at the end of March last year.

Percentage Changes in Selected Retail Trades

January to April 1956 over January to April 1955

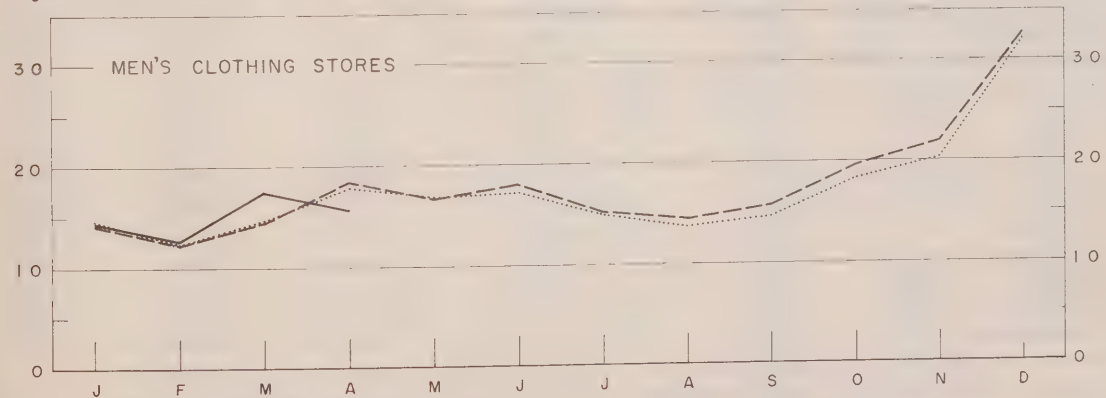
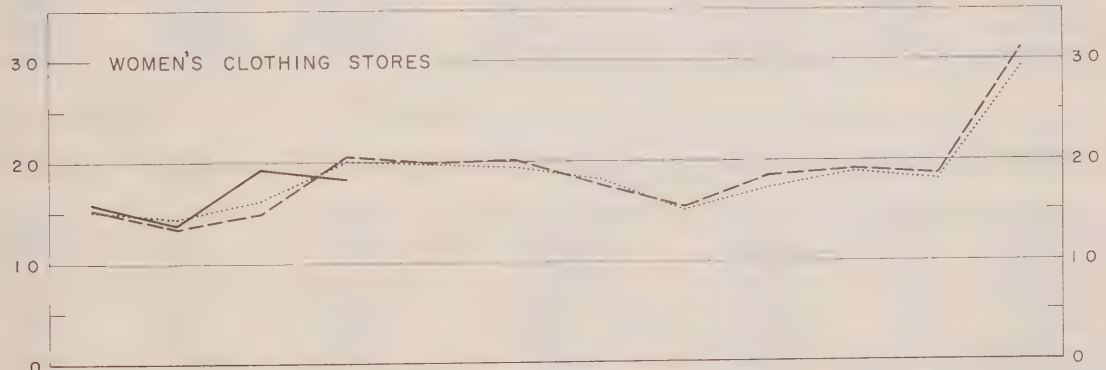
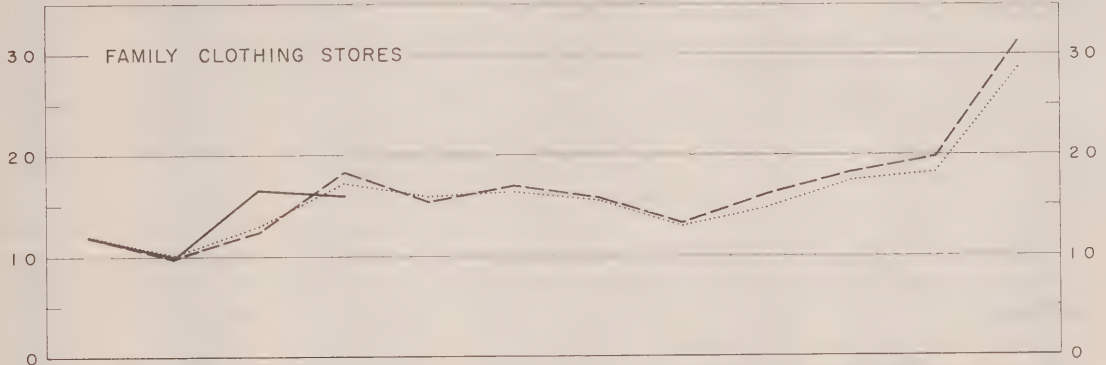
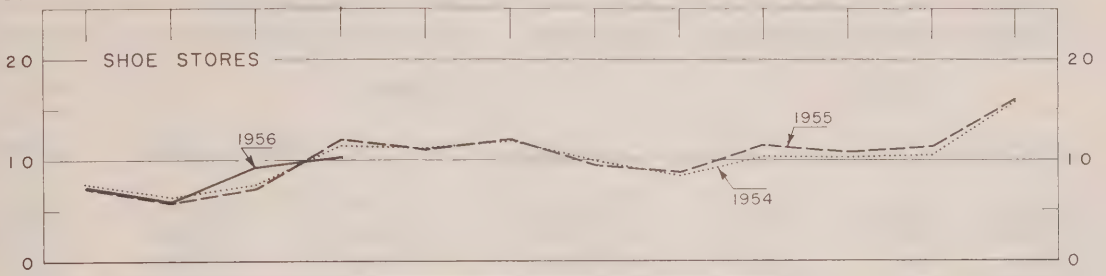
Chains and Independents

	<u>Canada</u>		
	<u>All Stores</u>	<u>Chains</u>	<u>Independents</u>
Grocery and Combination .....	+ 5.1	+ 9.3	+ 2.4
Family Clothing .....	+ 4.3	+ 1.4	+ 4.9
Women's Clothing .....	+ 4.3	+ 5.1	+ 4.1
Shoe .....	+ 2.2	+ 2.8	+ 1.9
Lumber and Building Material.	+ 16.8	+ 15.2	+ 17.1
Furniture, Appliance and Radio	+ 6.7	+ 10.2	+ 5.9
Restaurant .....	+ 3.2	+ 2.2	+ 3.3
Drug .....	+ 3.6	+ 3.9	+ 3.5
Jewellery .....	+ 6.9	+ 6.4	+ 7.1

# MONTHLY SALES APPAREL STORES

MILLION  
DOLLARS

MILLION  
DOLLARS



## Estimated Retail Trade — Chain and Independent — By Provinces and Kinds of Business

April, 1956

(in thousands of dollars)

	KIND OF BUSINESS OR STORE	All Stores	Chain	Independent	All Stores
		Canada			Atlantic
1	TOTAL, ALL TRADES .....	1,106,866	180,314	926,552	91,793
2	Grocery & Combination .....	200,444	82,197	118,248	18,880
3	Other Food & Beverage .....	69,318	31,994	37,324	5,992
4	General .....	39,437	2,314	37,123	9,089
5	Department .....	94,869	-	94,869	7,701
6	Variety .....	18,867	15,394	3,473	1,761
7	Motor Vehicle.....	259,562	2,429	257,133	21,679
8	Garage & Filling Station .....	54,487	337	54,150	2,838
9	Men's Clothing .....	15,885	1,825	14,061	838
10	Family Clothing .....	16,046	2,586	13,460	2,204
11	Women's Clothing .....	18,121	4,348	13,773	881
12	Shoe .....	10,215	3,852	6,364	844
13	Hardware .....	19,803	1,679	18,124	1,491
14	Lumber & Building Material .....	34,501	4,937	29,564	985
15	Furniture, Appliance & Radio .....	40,098	7,953	32,145	2,560
16	Restaurant .....	37,230	2,797	34,433	1,821
17	Fuel .....	18,922	227	18,695	1,068
18	Drug .....	23,239	3,048	20,191	1,652
19	Jewellery .....	7,840	2,513	5,327	492
20	Miscellaneous .....	127,982	9,884	118,095	9,017
		Manitoba			Saskatchewan
21	TOTAL, ALL TRADES .....	52,990	6,746	46,244	66,950
22	Grocery & Combination .....	9,154	3,296	5,858	7,337
23	Other Food & Beverage .....	1,949	1,190	758	2,168
24	General .....	3,200	(a)	(a)	4,908
25	Department .....	8,595	-	8,595	5,023
26	Variety .....	470	448	22	714
27	Motor Vehicle.....	9,808	-	9,808	19,854
28	Garage & Filling Station .....	1,765	(a)	(a)	2,425
29	Men's Clothing .....	399	55	344	542
30	Family Clothing .....	654	(a)	(a)	725
31	Women's Clothing .....	451	160	291	695
32	Shoe .....	349	68	281	326
33	Hardware .....	1,207	(a)	(a)	1,842
34	Lumber & Building Material .....	2,779	289	2,490	2,339
35	Furniture, Appliance & Radio.....	1,249	124	1,126	1,820
36	Restaurant .....	2,208	172	2,037	2,300
37	Fuel .....	574	-	574	365
38	Drug .....	1,209	(a)	(a)	1,416
39	Jewellery .....	417	(a)	(a)	335
40	Miscellaneous .....	6,553	540	6,012	11,816

(a) Indicates figures withheld to avoid disclosing individual operations, but are included in the totals. Any slight differences between the totals and their components are due to the rounding of the figures.



April, 1956

(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent	No.
Provinces			Quebec			Ontario		
12,904	78,889	263,494	38,327	225,167	418,520	84,410	334,110	1
3,377	15,503	57,464	18,035	39,429	77,404	44,187	33,217	2
3,458	2,534	19,172	5,004	14,168	27,077	14,079	12,998	3
557	8,532	7,117	415	6,702	7,066	425	6,642	4
-	7,701	17,189	-	17,189	31,630	-	31,630	5
1,529	233	5,325	4,119	1,206	8,308	7,014	1,294	6
2,126	19,553	56,961	-	56,961	94,818	(a)	(a)	7
(a)	(a)	12,031	(a)	(a)	23,430	(a)	(a)	8
(a)	(a)	4,629	310	4,319	6,632	1,147	5,484	9
273	1,931	5,757	1,389	4,368	4,522	644	3,878	10
146	735	5,113	1,106	4,006	7,641	1,826	5,815	11
(a)	(a)	2,869	1,062	1,808	4,135	2,053	2,082	12
(a)	(a)	3,908	(a)	(a)	7,783	748	7,036	13
-	985	7,001	(a)	(a)	12,636	1,148	11,488	14
400	2,160	11,208	2,625	8,583	17,167	3,248	13,920	15
56	1,765	9,335	720	8,615	14,240	1,047	13,193	16
-	1,068	4,988	-	4,988	9,550	(a)	(a)	17
153	1,500	4,830	436	4,394	9,865	1,349	8,517	18
140	353	1,828	486	1,342	3,548	1,148	2,401	19
321	8,697	26,769	1,684	25,085	51,068	3,808	47,261	20
Saskatchewan			Alberta			British Columbia		
6,772	60,178	90,611	12,398	78,213	122,519	18,764	103,755	21
2,112	5,225	11,635	4,572	7,063	18,571	6,618	11,953	22
1,186	983	4,293	(a)	(a)	8,666	(a)	(a)	23
(a)	(a)	3,969	(a)	(a)	4,087	610	3,477	24
-	5,023	9,534	-	9,534	15,197	-	15,197	25
590	124	1,185	925	260	1,103	769	334	26
-	19,854	24,062	-	24,062	32,381	-	32,381	27
(a)	(a)	6,591	(a)	(a)	5,408	(a)	(a)	28
(a)	(a)	1,408	(a)	(a)	1,438	(a)	(a)	29
(a)	(a)	920	112	807	1,266	(a)	(a)	30
161	534	1,421	401	1,020	1,921	549	1,372	31
89	238	530	182	348	1,163	235	928	32
(a)	(a)	2,180	(a)	(a)	1,394	(a)	(a)	33
1,001	1,338	4,150	1,742	2,407	4,612	453	4,159	34
232	1,588	2,497	329	2,168	3,598	996	2,601	35
(a)	(a)	2,623	92	2,531	4,703	677	4,026	36
-	365	26	-	26	2,352	(a)	(a)	37
(a)	(a)	1,663	289	1,374	2,604	625	1,979	38
90	245	376	211	164	845	331	514	39
814	11,002	11,548	902	10,646	11,210	1,816	9,395	40

## Percentage Changes in Retail Trade — By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

April 1956 Over April 1955

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES .....	+ 0.5	- 2.4	+ 2.2	- 1.8	- 9.2	+ 4.3	+ 5.7	+ 6.8
Grocery & Combination .....	- 3.6	- 5.8	- 2.1	- 4.1	- 2.2	- 7.2	- 4.3	- 2.4
Other Food & Beverage .....	- 9.0	- 9.6	- 6.4	-11.8	- 9.0	-10.4	- 8.6	- 4.4
General .....	- 6.1	- 6.8	- 3.8	- 8.7	-11.0	- 4.7	- 6.6	- 0.8
Department .....	+ 5.2	+ 5.0	- 0.1	+ 3.1	+ 6.7	+ 8.9	+13.0	+ 9.5
Variety .....	-11.7	-15.2	-14.2	-12.6	-16.7	- 3.5	+ 6.1	- 4.4
Motor Vehicle .....	+ 5.8	+ 4.7	+10.2	+ 0.5	-28.9	+20.5	+18.2	+16.4
Garage & Filling Station .....	+ 1.8	+ 3.3	+11.2	- 2.9	- 3.0	-13.4	+ 0.4	+16.4
Men's Clothing .....	-14.0	-14.7	-21.2	-14.2	- 9.5	-13.6	+ 1.2	+ 1.5
Family Clothing .....	-12.3	- 5.4	-10.3	-20.5	- 2.5	-15.3	-11.5	- 2.6
Women's Clothing .....	-11.8	-19.3	-13.3	- 9.9	-18.1	-12.8	- 6.7	-12.9
Shoe .....	-14.7	-13.0	-17.0	-20.2	-13.4	- 5.2	- 2.2	+ 7.8
Hardware .....	+ 0.5	- 4.9	+ 9.8	- 4.4	+ 9.5	+ 2.7	+ 8.3	- 8.8
Lumber & Building Material .....	+21.1	- 0.1	+27.2	+15.5	+15.8	+20.8	+30.0	+30.8
Furniture, Appliance & Radio .....	+ 1.5	+ 7.0	+ 2.3	+ 2.5	- 5.7	-11.5	- 6.8	+ 6.6
Restaurant .....	- 0.4	- 9.1	+ 1.4	- 0.6	- 2.8	+ 2.4	- 1.1	+ 0.4
Fuel .....	+30.9	+14.8	+34.0	+38.8	+100.0	+23.7	-16.1	+ 1.9
Drug .....	- 2.5	- 4.7	+ 0.2	- 4.3	- 4.4	+ 2.5	- 0.7	- 2.0
Jewellery .....	+ 5.3	- 1.2	+11.1	+ 7.1	- 2.3	+ 2.8	+ 4.4	- 4.0
Miscellaneous .....	+ 2.9	- 3.1	+10.3	+ 1.0	-17.1	+ 3.7	+ 4.5	+13.6

Estimated Retail Trade — By Provinces and Kinds of Business

January to April 1956

(in thousands of dollars)

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
TOTAL, ALL TRADES .....	3,896,470	326,832	918,237	1,522,768	186,405	195,171	307,923	439,161
Grocery & Combination .....	792,507	74,354	224,360	310,929	35,214	29,872	45,652	72,127
Other Food & Beverage .....	273,148	22,864	74,087	109,301	7,697	8,553	16,796	33,848
General .....	150,577	35,031	24,842	28,156	12,686	19,306	15,635	14,922
Department .....	337,573	26,269	60,982	113,196	29,372	17,115	35,062	55,578
Variety .....	67,685	6,024	19,004	30,865	1,639	2,388	3,952	3,815
Motor Vehicle .....	721,644	58,715	146,617	274,591	27,616	42,076	70,125	101,907
Garage & Filling Station .....	194,232	12,928	42,369	85,063	6,258	7,229	21,049	19,339
Men's Clothing .....	60,333	3,136	17,891	25,543	1,591	2,015	4,682	5,478
Family Clothing .....	54,419	7,630	19,656	16,445	2,048	2,134	3,105	3,403
Women's Clothing .....	67,084	3,599	18,881	28,481	1,577	2,287	4,901	7,359
Shoe .....	32,691	2,574	8,650	14,524	850	870	1,635	3,590
Hardware .....	63,924	4,268	13,674	26,228	3,470	4,590	6,748	4,948
Lumber & Building Material .....	113,780	3,632	22,308	42,102	10,411	8,318	12,988	14,022
Furniture, Appliance & Radio .....	164,238	10,505	39,161	75,326	5,387	5,494	12,788	15,578
Restaurant .....	136,197	6,521	34,970	53,376	7,541	8,799	8,858	16,132
Fuel .....	118,506	6,039	31,676	61,054	3,421	2,308	281	13,729
Drug .....	93,640	6,612	19,224	40,019	5,193	5,364	6,821	10,410
Jewellery .....	30,634	2,224	6,243	14,218	1,483	1,683	1,452	3,333
Miscellaneous .....	423,658	33,907	93,642	173,351	22,951	24,770	35,393	39,643

## Percentage Changes in Retail Trade — By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

January to April 1956 Over January to April 1955

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES .....	+ 6.6	+ 4.0	+ 9.6	+ 5.5	+ 0.4	+ 2.5	+ 8.6	+ 9.5
Grocery & Combination .....	+ 5.1	+ 1.2	+ 6.4	+ 5.7	+ 5.2	+ 1.5	+ 6.3	+ 4.1
Other Food & Beverage .....	+ 3.4	+ 2.0	+ 3.9	+ 3.2	+ 1.6	- 3.4	- 1.3	+ 8.6
General .....	+ 3.1	+ 1.5	+ 6.7	+ 1.6	+ 0.8	+ 4.9	+ 2.2	+ 4.6
Department .....	+ 9.4	+ 8.3	+ 8.1	+ 9.9	+ 3.4	+ 9.6	+13.7	+10.9
Variety .....	+ 8.5	+ 3.3	+ 7.4	+ 9.4	+ 5.2	+ 7.5	+18.8	+ 7.2
Motor Vehicle .....	+ 6.8	+ 4.3	+12.3	+ 2.5	-12.7	+ 3.7	+20.2	+13.1
Garage & Filling Station .....	+ 6.0	+ 6.2	+16.7	+ 2.1	+ 2.4	- 8.5	+ 1.8	+16.2
Men's Clothing .....	+ 1.8	- 1.4	+ 5.9	- 0.9	+ 3.6	- 6.1	+ 4.7	+ 4.2
Family Clothing .....	+ 4.3	+ 3.8	+10.5	- 0.4	+ 5.1	- 5.7	- 0.5	+ 6.6
Women's Clothing .....	+ 4.3	+ 1.5	+ 7.3	+ 6.0	- 7.6	- 0.3	- 1.8	+ 1.0
Shoe .....	+ 2.2	- 3.5	+ 4.6	+ 0.2	- 4.5	- 1.4	+ 6.8	+10.8
Hardware .....	+ 6.4	+ 1.5	+14.0	+ 5.9	+11.4	- 4.1	+ 5.2	+ 2.7
Lumber & Building Material .....	+16.8	+ 8.0	+22.6	+16.3	+13.1	+ 3.6	+19.7	+21.5
Furniture, Appliance & Radio .....	+ 6.7	+ 4.3	+19.7	+ 4.1	- 8.5	- 3.0	+ 2.6	+ 5.6
Restaurant .....	+ 3.2	+ 2.1	+ 3.6	+ 2.9	+ 0.1	+ 7.7	- 1.9	+ 5.7
Fuel .....	+15.0	+ 7.9	+14.4	+17.0	+10.3	+11.7	+18.6	+12.4
Drug .....	+ 3.6	+ 4.2	+ 3.5	+ 3.9	+ 2.4	- 0.3	+ 2.0	+ 5.8
Jewellery .....	+ 6.9	+12.4	+13.7	+ 4.3	- 0.1	+ 4.6	+ 4.6	+ 8.0
Miscellaneous .....	+ 9.1	+11.4	+13.7	+ 8.9	+ 0.3	+ 2.6	+ 4.6	+12.4



(Without Adjustment for Price Changes)

April 1956 Over March 1956

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES .....	+ 5.9	+ 2.1	+ 5.4	+ 2.4	+ 9.7	+43.4	+11.0	+ 2.1
Grocery & Combination .....	- 7.2	- 5.5	- 3.2	-10.5	- 5.6	-15.9	- 8.1	- 2.4
Other Food & Beverage .....	-11.3	- 6.0	- 7.0	-16.0	- 8.4	- 7.2	- 7.6	-11.6
General .....	- 3.9	- 3.8	+10.0	- 6.5	- 7.1	-15.1	- 5.5	- 0.9
Department .....	+ 1.5	+ 3.1	+ 0.3	+ 2.3	+ 6.7	+ 8.1	- 4.0	- 1.1
Variety .....	- 9.4	- 6.4	- 8.6	-14.4	- 7.8	+ 6.7	+ 3.0	+ 1.4
Motor Vehicle .....	+36.6	+30.9	+44.3	+29.2	+75.7	+134.5	+30.0	+15.4
Garage & Filling Station .....	+10.4	-32.7	+13.2	+11.9	+10.3	+74.7	+34.0	- 4.5
Men's Clothing .....	- 9.2	+ 0.2	-18.6	-11.6	+13.4	+12.0	+29.1	- 7.5
Family Clothing .....	- 2.8	- 9.3	-13.8	- 4.1	+12.0	+45.0	+ 4.2	+75.3
Women's Clothing .....	- 6.5	-14.5	-10.1	- 5.0	- 1.1	+18.0	+ 9.1	-15.4
Shoe .....	+ 9.5	+23.0	+ 8.1	- 1.2	+63.8	+62.2	+10.4	+27.2
Hardware .....	+19.7	+44.2	+11.1	+14.2	+53.2	+60.5	+22.3	- 3.9
Lumber & Building Material .....	+32.0	- 2.5	+22.4	+39.1	+14.0	+35.4	+31.9	+53.5
Furniture, Appliance & Radio .....	- 6.0	- 8.0	+ 5.0	-10.8	- 2.7	+46.9	-17.4	-18.4
Restaurant .....	+ 8.8	- 7.1	+13.6	+ 3.9	+16.2	+14.7	+14.3	+13.8
Fuel .....	-38.2	-39.4	-42.2	-38.9	-34.5	-26.9	-54.4	-26.2
Drug .....	- 6.7	- 7.5	- 4.2	- 7.8	- 9.4	+ 0.3	- 5.9	- 9.7
Jewellery .....	- 7.6	-24.4	- 0.3	- 3.2	- 1.4	-44.7	(c)	- 9.0
Miscellaneous .....	+16.0	+13.1	+ 1.9	+15.3	- 1.7	+177.2	+22.8	- 1.9

(c) Unchanged



## Department Store Sales and Stocks

April 1955 and April 1956

These figures are estimates of total department store sales and stocks.

Stocks are at selling value.

Department	SALES			STOCKS		
	April 1955	April 1956	Change 1956/55	Mar. 31 1955	Mar. 31 1956	Change 1956/55
	\$'000	\$'000	%	\$'000	\$'000	%
<b>TOTAL, ALL DEPARTMENTS .....</b>	90,203	94,869	+ 5.2	267,563	289,649	+ 8.3
1. Women's and Misses' Dresses.....	3,302	3,267	- 1.1	5,958	6,411	+ 7.6
2. Women's and Misses' Coats and Suits	4,186	3,949	- 5.7	5,558	5,676	+ 2.1
3. Women's and Misses' Sportswear.....	2,184	2,260	+ 3.5	7,076	7,750	+ 9.5
4. Furs .....	474	499	+ 5.3	4,529	5,004	+ 10.5
5. Girls' and Infants' Wear .....	5,058	4,833	- 4.4	11,970	13,832	+ 15.6
6. Lingerie and Corsets .....	3,282	3,392	+ 3.4	9,577	10,383	+ 8.4
7. Aprons, Housedresses and Uniforms....	483	527	+ 9.1	1,102	1,203	+ 9.2
8. Millinery .....	1,353	1,139	- 15.8	1,620	1,434	+ 11.5
9. Hosiery and Apparel Accessories .....	3,512	3,231	- 8.0	9,371	9,748	+ 4.0
10. Women's, Misses' and Children's Shoes	4,407	4,232	- 4.0	15,429	16,473	+ 6.8
<b>Ladies' Apparel and Accessories.</b>						
<b>Total 1 - 10 .....</b>	28,241	27,329	- 3.2	72,190	77,914	+ 7.9
11. Men's Clothing .....	3,177	3,234	+ 1.8	9,777	9,946	+ 1.7
12. Men's Furnishings .....	3,158	3,232	+ 2.3	12,979	13,479	+ 3.9
13. Boys' Clothing and Furnishings .....	2,725	2,475	- 9.2	7,308	7,830	+ 7.1
14. Men's and Boys' Shoes .....	1,450	1,416	- 2.3	5,410	5,771	+ 6.7
15. Food and Kindred Products.....	5,708	5,523	- 3.2	4,337	4,649	+ 7.2
16. Toiletries, Cosmetics and Drugs .....	1,958	2,110	+ 7.8	5,738	6,089	+ 6.1
17. Photographic Equipment and Supplies..	249	269	+ 8.0	974	1,149	+ 18.0
18. Piece Goods .....	2,029	2,283	+ 12.5	9,465	9,673	+ 2.2
19. Linens and Domestic .....	2,145	2,431	+ 13.3	9,384	9,722	+ 3.6
20. Smallwares .....	1,427	1,510	+ 5.8	5,304	5,352	+ 0.9
21. China and Glassware .....	837	924	+ 10.4	8,171	8,542	+ 4.5
22. Home Furnishings .....	5,909	6,839	+ 15.7	23,502	24,990	+ 6.3
23. Furniture .....	5,046	5,965	+ 18.2	16,070	17,613	+ 9.6
24. Major Appliances .....	4,738	5,668	+ 19.6	12,174	15,685	+ 28.8
25. Radio and Music .....	1,713	1,794	+ 4.7	7,130	8,071	+ 13.2
26. Hardware and Housewares .....	6,511	7,785	+ 19.6	19,873	23,058	+ 16.0
27. Jewellery .....	1,234	1,245	+ 0.9	7,615	7,491	- 1.6
28. Sporting Goods and Luggage.....	2,915	3,315	+ 13.7	13,186	14,879	+ 12.8
29. Stationery, Books and Magazines.....	1,183	1,271	+ 7.4	4,473	4,520	+ 1.1
30. All Other Departments .....	7,850	8,251	+ 5.1	12,503	13,226	+ 5.8



CANADA

# RETAIL TRADE

MAY, 1956



*Published by Authority of*

The Right Honourable C. D. Howe, Minister of Trade and Commerce

**DOMINION BUREAU OF STATISTICS**

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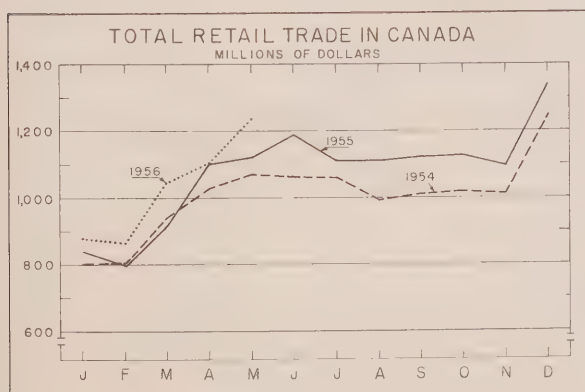
## RETAIL TRADE

Canadian retail stores had estimated sales of \$1,237,014,000 during the month of May 1956, a gain of 10.1% from sales of \$1,123,962,000 in the same month of 1955. Cumulative sales for the first five months of this year were estimated to be \$5,133,484,000 an increase of 7.4% when compared with the \$4,779,481,000 in the same period a year ago. These and other estimates contained in this bulletin are not adjusted for seasonal variations, price changes or number of shopping days.

### Total Retail Trade in Canada

<u>Period</u>	<u>1955</u> \$'000	<u>1956</u> \$'000	<u>% Change</u> 1956/1955
First Quarter .....	2,554,481	2,789,604	+ 9.2
April .....	1,101,038	1,106,866	+ 0.5
May .....	1,123,962	1,237,014	+ 10.1
Total .....	4,779,481	5,133,484	+ 7.4

All provinces registered percentage gains in sales during May 1956 when compared with 1955. British Columbia with an increase in sales of 16.7% and Saskatchewan with 16.1% were the largest percentagewise. Alberta had sales 13.6% greater this May than last and the Atlantic Provinces 11.5%. The other provinces and their percentage increases were Quebec and Manitoba each with 9.1% and Ontario 7.0%. For the five-month period of 1956 British Columbia and Alberta with increases of 11.1% and 9.8% respectively and Quebec with 9.5% were above the average for all provinces of 7.4%.



During May 1956 sales increases were registered in all eighteen of the specified kind-of-business classifications and in the miscellaneous category. Some of the larger gains occurred in the following classifications, lumber and building material dealers 14.9%,

2.

jewellery stores 13.0%, furniture, appliance and radio dealers 12.4%, department stores 10.5% and grocery and combination stores 10.4%.

Department store sales for the month of May 1956 were estimated to be 10.5% greater than for the same month last year. Sales of department stores had a dollar value of \$102,884,000 in 1956 as compared to the \$93,071,000 in the same month a year ago. Selling value of stocks held by department stores at the end of April this year were estimated to be 9.6% greater at \$290,973,000 than the \$265,522,000 value of stocks on the same date last year.

Percentage Changes in Selected Retail Trades

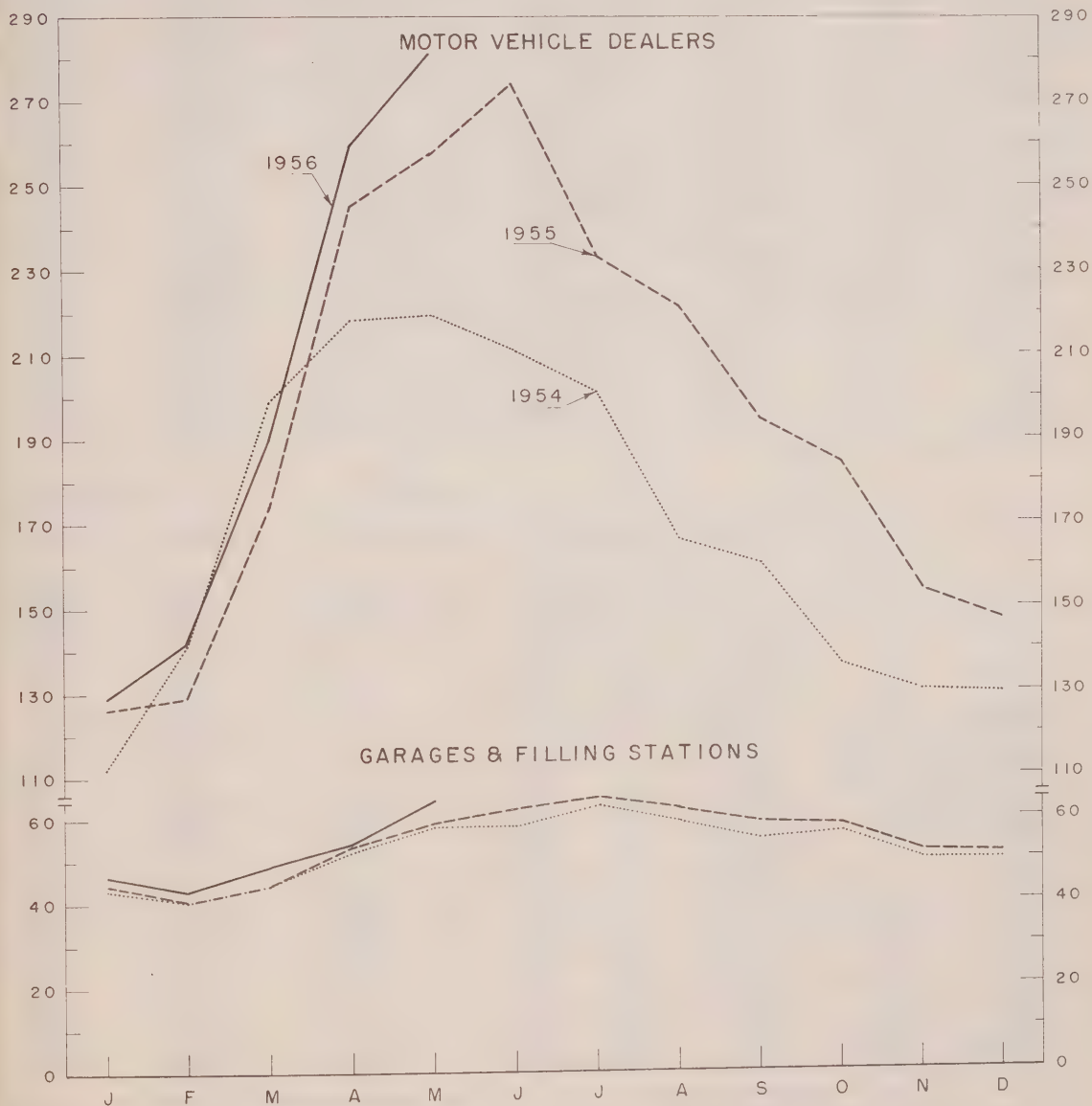
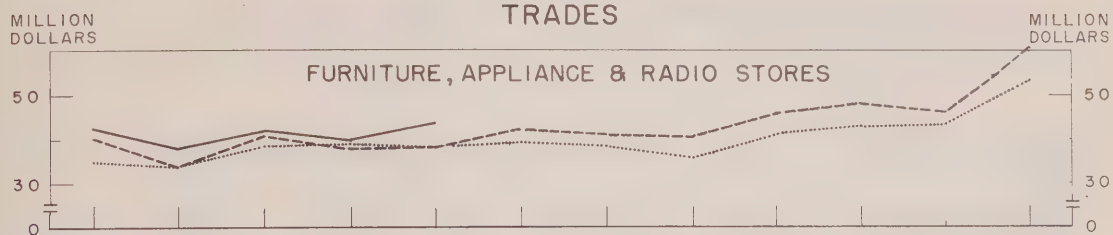
January to May 1956 over January to May 1955

Chains and Independents

	<u>Canada</u>		
	<u>All Stores</u>	<u>Chains</u>	<u>Independents</u>
Grocery and Combination .....	+ 6.2	+ 10.7	+ 3.3
Family Clothing .....	+ 5.1	+ 3.0	+ 5.5
Women's Clothing .....	+ 5.0	+ 5.4	+ 4.8
Shoe .....	+ 3.8	+ 3.8	+ 3.9
Lumber and Building Material.	+ 16.2	+ 18.8	+ 15.7
Furniture, Appliance and Radio	+ 7.8	+ 10.7	+ 7.2
Restaurant .....	+ 3.8	+ 2.3	+ 3.9
Drug .....	+ 4.3	+ 4.8	+ 4.2
Jewellery .....	+ 8.2	+ 10.1	+ 7.3



# MONTHLY SALES FURNITURE-APPLIANCE-AUTOMOTIVE TRADES



## Estimated Retail Trade — Chain and Independent — By Provinces and Kinds of Business

May, 1956

(in thousands of dollars)

	KIND OF BUSINESS OR STORE	All Stores	Chain	Independent	All Stores
		Canada			Atlantic
1	TOTAL, ALL TRADES .....	1,237,014	206,178	1,030,836	111,628
2	Grocery & Combination .....	217,266	89,029	128,237	20,390
3	Other Food & Beverage .....	78,489	36,964	41,525	6,345
4	General .....	49,970	2,761	47,209	11,849
5	Department .....	102,884	-	102,884	9,399
6	Variety .....	21,177	17,469	3,708	1,988
7	Motor Vehicle .....	280,992	3,259	277,734	28,901
8	Garage & Filling Station .....	64,365	508	63,857	4,313
9	Men's Clothing .....	17,481	2,065	15,416	924
10	Family Clothing .....	16,508	2,704	13,804	2,401
11	Women's Clothing .....	21,230	5,389	15,841	1,255
12	Shoe .....	11,964	4,439	7,525	862
13	Hardware .....	25,991	2,021	23,970	1,667
14	Lumber & Building Material .....	47,291	10,199	37,092	1,598
15	Furniture, Appliance & Radio .....	43,672	9,354	34,318	2,785
16	Restaurant .....	41,545	2,743	38,803	2,007
17	Fuel .....	15,758	201	15,556	963
18	Drug .....	24,075	3,075	21,000	1,608
19	Jewellery .....	9,002	3,436	5,566	742
20	Miscellaneous .....	147,354	10,562	136,791	11,631
		Manitoba			Saskatchewan
21	TOTAL, ALL TRADES .....	63,150	8,041	55,109	80,682
22	Grocery & Combination .....	10,227	3,388	6,839	8,776
23	Other Food & Beverage .....	2,495	1,461	1,035	2,470
24	General .....	4,243	(a)	(a)	5,910
25	Department .....	8,476	-	8,476	5,247
26	Variety .....	536	511	25	766
27	Motor Vehicle .....	13,253	-	13,253	20,250
28	Garage & Filling Station .....	2,378	(a)	(a)	4,291
29	Men's Clothing .....	410	40	370	563
30	Family Clothing .....	730	(a)	(a)	831
31	Women's Clothing .....	512	194	318	710
32	Shoe .....	369	78	291	378
33	Hardware .....	1,229	(a)	(a)	2,697
34	Lumber & Building Material .....	4,091	992	3,099	4,387
35	Furniture, Appliance & Radio .....	990	128	862	1,063
36	Restaurant .....	2,488	190	2,298	2,882
37	Fuel .....	391	-	391	479
38	Drug .....	1,315	(a)	(a)	1,392
39	Jewellery .....	414	(a)	(a)	677
40	Miscellaneous .....	8,603	579	8,024	16,913

(a) Indicates figures withheld to avoid disclosing individual operations, but are included in the totals. Any slight differences between the totals and their components are due to the rounding of the figures.

May, 1956

(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent	No.
Provinces			Quebec			Ontario		
15,195	96,433	285,353	43,345	242,008	463,510	95,643	367,867	1
3,770	16,620	63,380	19,443	43,937	83,550	47,917	35,633	2
3,941	2,404	22,297	5,643	16,654	30,321	16,316	14,006	3
728	11,121	9,193	554	8,639	9,010	474	8,536	4
-	9,399	19,382	-	19,382	34,056	-	34,056	5
1,793	195	6,246	4,805	1,441	9,265	7,938	1,327	6
2,829	26,072	54,683	-	54,683	103,470	(a)	(a)	7
(a)	(a)	12,336	(a)	(a)	28,642	(a)	(a)	8
(a)	(a)	4,747	337	4,410	7,739	1,382	6,357	9
166	2,235	5,810	1,541	4,268	4,790	735	4,055	10
193	1,062	5,588	1,323	4,265	8,363	2,263	6,100	11
(a)	(a)	3,332	1,212	2,120	5,153	2,389	2,764	12
(a)	(a)	5,629	(a)	(a)	10,174	835	9,339	13
-	1,598	9,373	(a)	(a)	17,338	3,615	13,723	14
457	2,328	11,661	3,656	8,005	19,048	3,091	15,957	15
54	1,953	9,636	741	8,894	16,684	1,072	15,612	16
-	963	4,038	-	4,038	7,934	(a)	(a)	17
143	1,466	5,381	468	4,913	9,928	1,355	8,573	18
196	546	1,834	628	1,206	3,872	1,639	2,233	19
378	11,253	30,807	1,756	29,050	54,173	3,976	50,197	20
Saskatchewan			Alberta			British Columbia		
8,875	71,807	99,892	13,989	85,903	132,805	21,093	111,712	21
2,547	6,229	12,528	4,514	8,014	18,414	7,449	10,965	22
1,369	1,101	4,941	(a)	(a)	9,621	(a)	(a)	23
(a)	(a)	5,338	(a)	(a)	4,428	650	3,778	24
-	5,247	9,808	-	9,808	16,516	-	16,516	25
633	133	1,228	991	237	1,148	799	349	26
-	20,250	24,313	-	24,313	36,123	-	36,123	27
(a)	(a)	6,156	(a)	(a)	6,250	(a)	(a)	28
(a)	(a)	1,334	(a)	(a)	1,764	(a)	(a)	29
(a)	(a)	993	108	885	955	(a)	(a)	30
201	509	2,199	500	1,699	2,604	717	1,887	31
92	286	650	223	427	1,219	268	951	32
(a)	(a)	2,905	(a)	(a)	1,690	(a)	(a)	33
2,308	2,079	5,214	2,357	2,857	5,290	485	4,805	34
195	868	3,952	466	3,487	4,172	1,360	2,812	35
(a)	(a)	3,409	93	3,315	4,440	556	3,885	36
-	479	20	-	20	1,934	(a)	(a)	37
(a)	(a)	1,831	270	1,561	2,619	676	1,943	38
132	546	469	291	179	995	408	587	39
931	15,982	12,604	955	11,649	12,623	1,987	10,637	40

## Percentage Changes in Retail Trade — By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

May 1956 Over May 1955

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES .....	+10.1	+11.5	+ 9.1	+ 7.0	+ 9.1	+16.1	+13.6	+16.7
Grocery & Combination .....	+10.4	+ 8.7	+11.5	+10.0	+ 9.2	+ 5.6	+12.1	+12.1
Other Food & Beverage .....	+ 7.3	+ 5.3	+10.3	+ 3.7	+ 9.8	+ 6.7	+ 7.6	+13.4
General .....	+ 7.8	+ 9.5	+10.0	+ 2.0	+ 4.4	+ 9.5	+14.7	+ 4.6
Department .....	+10.5	+14.3	+ 7.8	+10.2	+ 2.5	+13.3	+14.7	+13.8
Variety .....	+ 8.8	+ 6.4	+ 5.2	+ 7.8	+14.3	+18.2	+27.3	+16.0
Motor Vehicle .....	+ 9.0	+22.3	+ 4.3	+ 1.1	+11.1	+18.9	+14.1	+24.2
Garage & Filling Station .....	+ 8.3	+ 3.1	+ 8.1	+ 6.9	+21.0	+ 0.3	+ 7.8	+22.6
Men's Clothing .....	+ 4.9	- 1.1	- 6.4	+ 8.7	+ 7.6	+ 9.5	+12.3	+21.5
Family Clothing .....	+ 7.6	+ 7.0	+ 7.5	+ 2.4	+36.4	+11.2	+10.6	+13.7
Women's Clothing .....	+ 6.9	+23.5	- 2.4	+ 5.6	+ 0.2	+23.3	+18.4	+15.8
Shoe .....	+ 8.5	+ 5.3	+ 1.4	+ 8.0	+10.5	+23.5	+25.7	+22.6
Hardware .....	+ 5.8	+ 9.1	+10.8	- 1.6	+ 4.5	+22.5	+ 8.4	+ 8.9
Lumber & Building Material .....	+14.9	+11.5	+17.1	+ 8.4	+ 5.8	+21.6	+26.8	+27.5
Furniture, Appliance & Radio .....	+12.4	+ 4.0	+14.8	+10.9	- 2.6	-11.9	+16.8	+29.4
Restaurant .....	+ 5.8	- 8.9	+ 5.9	+ 6.8	+ 2.6	+16.2	+ 2.3	+ 8.6
Fuel .....	+36.1	+ 7.1	+56.1	+56.3	+49.2	+ 8.9	-31.0	-15.5
Drug .....	+ 7.0	+ 9.1	+12.1	+ 3.6	+ 1.8	+ 6.9	+ 8.9	+10.9
Jewellery .....	+13.0	+ 9.4	+28.6	+ 7.6	- 7.8	+33.5	+10.9	+12.4
Miscellaneous .....	+14.3	+ 9.8	+11.4	+11.3	+18.3	+30.6	+16.0	+15.9



Estimated Retail Trade — By Provinces and Kinds of Business

January to May 1956

(in thousands of dollars)

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
TOTAL, ALL TRADES .....	5,133,484	438,460	1,203,590	1,986,279	249,555	275,853	407,815	571,966
Grocery & Combination .....	1,009,773	94,744	287,740	394,479	45,441	38,648	58,180	90,541
Other Food & Beverage .....	351,637	29,209	96,384	139,622	10,192	11,023	21,737	43,469
General .....	200,547	46,880	34,035	37,166	16,929	25,216	20,973	19,350
Department .....	440,457	35,668	80,364	147,253	37,848	22,362	44,870	72,094
Variety .....	88,862	8,012	25,250	40,130	2,175	3,154	5,180	4,963
Motor Vehicle .....	1,002,636	87,616	201,300	378,061	40,869	62,326	94,438	138,030
Garage & Filling Station .....	258,597	17,241	54,705	113,705	8,636	11,520	27,205	25,589
Men's Clothing .....	77,814	4,060	22,638	33,282	2,001	2,578	6,016	7,242
Family Clothing .....	70,927	10,031	25,466	21,235	2,778	2,965	4,098	4,358
Women's Clothing .....	88,314	4,854	24,469	36,844	2,089	2,997	7,100	9,963
Shoe .....	44,655	3,436	11,982	19,677	1,219	1,248	2,285	4,809
Hardware .....	89,915	5,935	19,303	36,402	4,699	7,287	9,653	6,638
Lumber & Building Material .....	161,071	5,230	31,681	59,440	14,502	12,705	18,202	19,312
Furniture, Appliance & Radio .....	207,910	13,290	50,822	94,374	6,377	6,557	16,740	19,750
Restaurant .....	177,742	8,528	44,606	70,060	10,029	11,681	12,267	20,572
Fuel .....	134,264	7,002	35,714	68,988	3,812	2,787	301	15,663
Drug .....	117,715	8,220	24,605	49,947	6,508	6,756	8,652	13,029
Jewellery .....	39,636	2,966	8,077	18,090	1,897	2,360	1,921	4,328
Miscellaneous .....	571,012	45,538	124,449	227,524	31,554	41,683	47,997	52,266



## Percentage Changes in Retail Trade — By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

January to May 1956 Over January to May 1955

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES .....	+ 7.4	+ 5.9	+ 9.5	+ 5.9	+ 2.4	+ 6.1	+ 9.8	+ 11.1
Grocery & Combination .....	+ 6.2	+ 2.7	+ 7.4	+ 6.6	+ 6.0	+ 2.4	+ 7.5	+ 5.6
Other Food & Beverage .....	+ 4.2	+ 2.7	+ 5.3	+ 3.3	+ 3.5	- 1.3	+ 0.6	+ 9.6
General .....	+ 4.2	+ 3.4	+ 7.6	+ 1.7	+ 1.7	+ 6.0	+ 5.1	+ 4.6
Department .....	+ 9.6	+ 9.8	+ 8.0	+ 9.9	+ 3.2	+10.5	+13.9	+11.5
Variety .....	+ 8.6	+ 4.1	+ 6.9	+ 9.1	+ 7.3	+ 9.9	+20.7	+ 9.1
Motor Vehicle .....	+ 7.4	+ 9.6	+10.0	+ 2.1	- 6.2	+ 8.2	+18.6	+15.8
Garage & Filling Station .....	+ 6.6	+ 5.4	+14.6	+ 3.2	+ 6.9	- 5.4	+ 3.1	+17.7
Men's Clothing .....	+ 2.5	- 1.3	+ 3.1	+ 1.2	+ 4.4	- 3.0	+ 6.3	+ 7.9
Family Clothing .....	+ 5.1	+ 4.6	+ 9.8	+ 0.2	+11.8	- 1.5	+ 2.0	+ 8.1
Women's Clothing .....	+ 5.0	+ 6.4	+ 4.9	+ 5.9	- 5.8	+ 4.4	+ 3.6	+ 4.5
Shoe .....	+ 3.8	- 1.5	+ 3.7	+ 2.1	- 0.4	+ 5.1	+11.6	+13.6
Hardware .....	+ 6.2	+ 3.5	+13.1	+ 3.7	+ 9.5	+ 4.3	+ 6.1	+ 4.2
Lumber & Building Material .....	+16.2	+ 9.0	+20.9	+13.9	+10.9	+ 9.2	+21.6	+23.1
Furniture, Appliance & Radio .....	+ 7.8	+ 4.3	+18.5	+ 5.4	- 7.6	- 4.6	+ 5.6	+ 9.9
Restaurant .....	+ 3.8	- 0.7	+ 4.1	+ 3.8	+ 0.7	+ 9.6	- 0.8	+ 6.3
Fuel .....	+17.1	+ 7.8	+18.0	+20.5	+13.3	+11.2	+13.2	+ 8.0
Drug .....	+ 4.3	+ 5.1	+ 5.3	+ 3.8	+ 2.3	+ 1.1	+ 3.4	+ 6.8
Jewellery .....	+ 8.2	+11.7	+16.7	+ 5.0	- 1.9	+11.5	+ 6.1	+ 9.0
Miscellaneous .....	+10.4	+11.0	+13.1	+ 9.4	+ 4.7	+12.4	+ 7.4	+13.2

(Without Adjustment for Price Changes)

May 1956 Over April 1956

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES .....	+11.8	+21.6	+ 8.3	+10.7	+19.2	+20.5	+10.2	+ 8.4
Grocery & Combination .....	+ 8.4	+ 8.0	+10.3	+ 7.9	+11.7	+19.6	+ 7.7	- 0.8
Other Food & Beverage .....	+13.2	+ 5.9	+16.3	+12.0	+28.0	+13.9	+15.1	+11.0
General .....	+26.7	+30.4	+29.2	+27.5	+32.6	+20.4	+34.5	+ 8.3
Department .....	+ 8.4	+22.0	+12.8	+ 7.7	- 1.4	+ 4.5	+ 2.9	+ 8.7
Variety .....	+12.2	+12.9	+17.3	+11.5	+14.0	+ 7.3	+ 3.6	+ 4.1
Motor Vehicle .....	+ 8.3	+33.3	- 4.0	+ 9.1	+35.1	+ 2.0	+ 1.0	+11.6
Garage & Filling Station .....	+18.1	+52.0	+ 2.5	+22.2	+34.7	+76.9	- 6.6	+15.6
Men's Clothing .....	+10.0	+10.3	+ 2.5	+16.7	+ 2.8	+ 3.9	- 5.3	+22.7
Family Clothing .....	+ 2.9	+ 8.9	+ 0.9	+ 5.9	+11.6	+14.6	+ 7.9	-24.6
Women's Clothing .....	+17.2	+42.5	+ 9.3	+ 9.4	+13.5	+ 2.2	+54.8	+35.6
Shoe .....	+17.1	+ 2.1	+16.1	+24.6	+ 5.7	+16.0	+22.6	+ 4.8
Hardware .....	+31.2	+11.8	+44.0	+30.7	+ 1.8	+46.4	+33.3	+21.2
Lumber & Building Material .....	+37.1	+62.2	+33.9	+37.2	+47.2	+87.6	+25.6	+14.7
Furniture, Appliance & Radio .....	+ 8.9	+ 8.8	+ 4.0	+11.0	-20.7	-41.6	-58.3	+16.0
Restaurant .....	+11.6	+10.2	+ 3.2	+17.3	+12.7	+25.3	+30.0	- 5.6
Liquor .....	-16.7	- 9.8	-19.0	-16.9	-31.9	+31.2	-23.1	-17.8
Rug .....	+ 3.6	- 2.7	+11.4	+ 0.6	+ 8.8	- 1.7	+10.1	+ 0.6
Jewellery .....	+14.8	+50.8	+ 0.3	+ 9.1	- 0.7	+102.1	+24.7	+17.8
Miscellaneous .....	+15.1	+29.0	+15.1	+ 6.1	+31.3	+43.1	+ 9.1	+12.6

## Department Store Sales and Stocks

May 1955 and May 1956

These figures are estimates of total department store sales and stocks.  
Stocks are at selling value.

Department	SALES			STOCKS		
	May 1955	May 1956	Change 1956/55	April 30 1955	April 30 1956	Change 1956/55
	\$'000	\$'000	%	\$'000	\$'000	%
<b>TOTAL, ALL DEPARTMENTS .....</b>	93,071	102,884	+ 10.5	265,522	290,973	+ 9.6
1. Women's and Misses' Dresses.....	4,230	4,157	- 1.7	5,818	6,291	+ 8.1
2. Women's and Misses' Coats and Suits	2,268	2,574	+ 13.5	4,502	4,684	+ 4.0
3. Women's and Misses' Sportswear.....	2,659	2,873	+ 8.0	7,212	8,381	+ 16.2
4. Furs .....	180	283	+ 57.2	4,657	4,856	+ 4.3
5. Girls' and Infants' Wear .....	4,072	4,561	+ 12.0	11,452	13,505	+ 17.9
6. Lingerie and Corsets .....	3,760	4,112	+ 9.4	9,536	10,769	+ 12.9
7. Aprons, Housedresses and Uniforms....	683	659	- 3.5	1,098	1,259	+ 14.7
8. Millinery .....	787	968	+ 23.0	1,274	1,148	- 9.9
9. Hosiery and Apparel Accessories .....	3,210	3,517	+ 9.6	9,359	9,706	+ 3.7
10. Women's, Misses' and Children's Shoes	4,423	4,679	+ 5.8	14,842	15,942	+ 7.4
<b>Ladies' Apparel and Accessories.</b>						
<b>Total 1 - 10 .....</b>	26,272	28,383	+ 8.0	69,750	76,541	+ 9.7
11. Men's Clothing .....	2,804	2,932	+ 4.6	9,523	9,805	+ 3.0
12. Men's Furnishings .....	3,369	3,742	+ 11.1	13,215	13,843	+ 4.8
13. Boys' Clothing and Furnishings .....	2,055	2,202	+ 7.2	6,940	7,684	+ 10.7
14. Men's and Boys' Shoes .....	1,463	1,525	+ 4.2	5,244	5,863	+ 11.8
15. Food and Kindred Products.....	5,175	5,810	+ 12.3	3,984	4,745	+ 19.1
16. Toiletries, Cosmetics and Drugs .....	2,042	2,319	+ 13.6	5,779	6,210	+ 7.5
17. Photographic Equipment and Supplies..	277	297	+ 7.2	978	1,130	+ 15.5
18. Piece Goods .....	2,086	2,220	+ 6.4	9,118	9,484	+ 4.0
19. Linens and Domestic Goods .....	2,551	2,857	+ 12.0	9,771	10,216	+ 4.6
20. Smallwares .....	1,524	1,514	- 0.7	5,442	5,406	- 0.7
21. China and Glassware .....	995	1,125	+ 13.1	8,088	8,728	+ 7.9
22. Home Furnishings .....	6,570	7,530	+ 14.6	24,412	25,325	+ 3.7
23. Furniture .....	6,497	7,403	+ 13.9	15,982	17,756	+ 11.1
24. Major Appliances .....	5,150	5,781	+ 12.3	12,827	16,053	+ 25.2
25. Radio and Music .....	1,759	1,682	- 4.4	7,226	8,048	+ 11.4
26. Hardware and Housewares .....	8,190	9,095	+ 11.1	19,621	23,319	+ 18.8
27. Jewellery .....	1,576	1,496	- 5.1	7,467	7,496	+ 0.4
28. Sporting Goods and Luggage .....	3,792	4,461	+ 17.6	13,339	15,254	+ 14.4
29. Stationery, Books and Magazines .....	1,034	1,273	+ 23.1	4,464	4,649	+ 4.1
30. All Other Departments .....	7,890	9,237	+ 17.1	12,352	13,418	+ 8.6



CANADA

# RETAIL TRADE

JUNE, 1956



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The Right Honourable C. D. Howe, Minister of Trade and Commerce

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## RETAIL TRADE

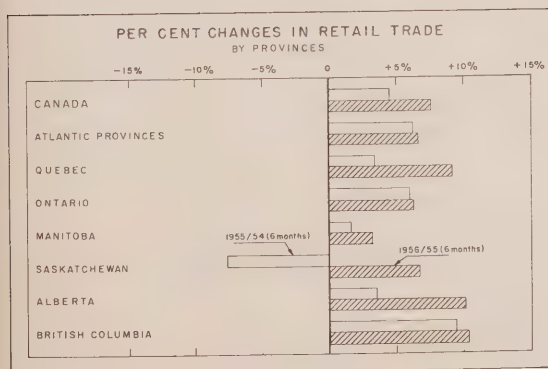
Canadian retail stores did an estimated 1,300 million dollars worth of business during the month of June 1956. Sales for June this year of \$1,286,728,000 were 8.2% above those of \$1,189,241,000 recorded in the same month last year. Sales for the first six months of 1956 totalled \$6,420,212,000 an increase of 7.6% over sales of \$5,968,722,000 in the corresponding period in 1955. These and other estimates contained in this bulletin are not adjusted for seasonal variations, price changes or number of shopping days.

### Total Retail Trade in Canada

<u>Period</u>	<u>1955</u> \$'000	<u>1956</u> \$'000	<u>% Change</u> <u>1956/1955</u>
January .....	840,073	879,965	+ 4.7
February .....	798,533	864,230	+ 8.2
March .....	915,875	1,045,409	+ 14.1
April .....	1,101,038	1,106,866	+ 0.5
May .....	1,123,962	1,237,014	+ 10.1
June .....	1,189,241	1,286,728	+ 8.2
Total .....	5,968,722	6,420,212	+ 7.6

All provinces showed greater dollar sales in June this year as compared with a year ago. Alberta, the Atlantic Provinces and Saskatchewan registered gains of 11.5%, 9.4% and 8.6% respectively all above the national average of 8.2%. Ontario with an increase of 8.0% was slightly below the average, followed by Quebec with 7.7%, British Columbia 7.3% and Manitoba 6.6%.

With the exception of the jewellery store classification all



eighteen specified kind of businesses, as well as the miscellaneous category, had greater sales in June this year as compared with the same month last year. Substantial increases were registered in a number of classifications with some of the

largest in the non-durable group. Variety stores showed the largest percentage gain during June with 18.1% followed by shoe stores 15.6%, furniture, appliance and radio stores 15.1%, family clothing 14.4% and grocery and combination stores 13.8%. Motor vehicle dealers which have been showing greater sales in the first five months had an increase of only 1.0% for June.

Department stores had sales of \$99,517,000 during June 1956 an increase of 10.1% over sales of the corresponding month in 1955. Cumulative sales for the first six months for this classification were estimated to be \$539,974,000 up 9.7% from the corresponding 1955 period.

Percentage Changes in Selected Retail Trades

January to June 1956 over January to June 1955

Chains and Independents

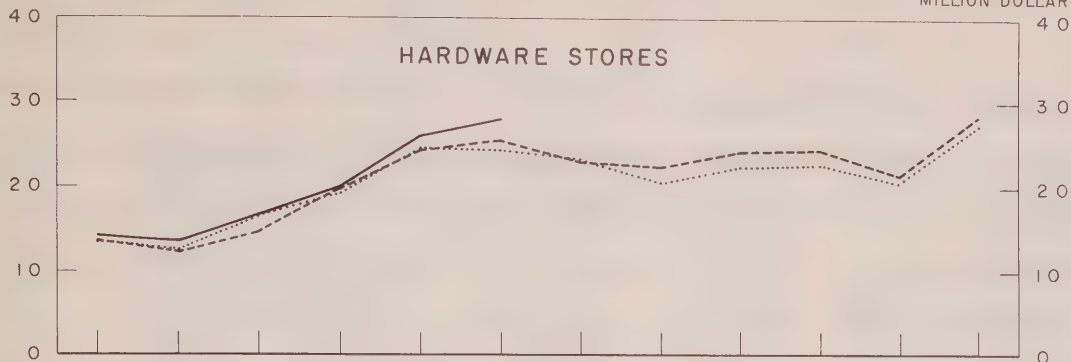
	<u>Canada</u>		
	<u>All Stores</u>	<u>Chains</u>	<u>Independents</u>
Grocery and Combination .....	+ 7.6	+ 12.5	+ 4.4
Family Clothing .....	+ 6.9	+ 5.2	+ 7.3
Women's Clothing .....	+ 5.7	+ 6.7	+ 5.4
Shoe .....	+ 6.4	+ 7.5	+ 5.7
Lumber and Building Material..	+ 13.9	+ 17.1	+ 13.2
Furniture, Appliance and Radio	+ 9.2	+ 10.7	+ 8.8
Restaurant .....	+ 4.5	+ 2.1	+ 4.7
Drug .....	+ 4.8	+ 5.6	+ 4.7
Jewellery .....	+ 6.5	+ 7.9	+ 5.8

# MONTHLY SALES HARDWARE-BUILDING MATERIALS-FUEL

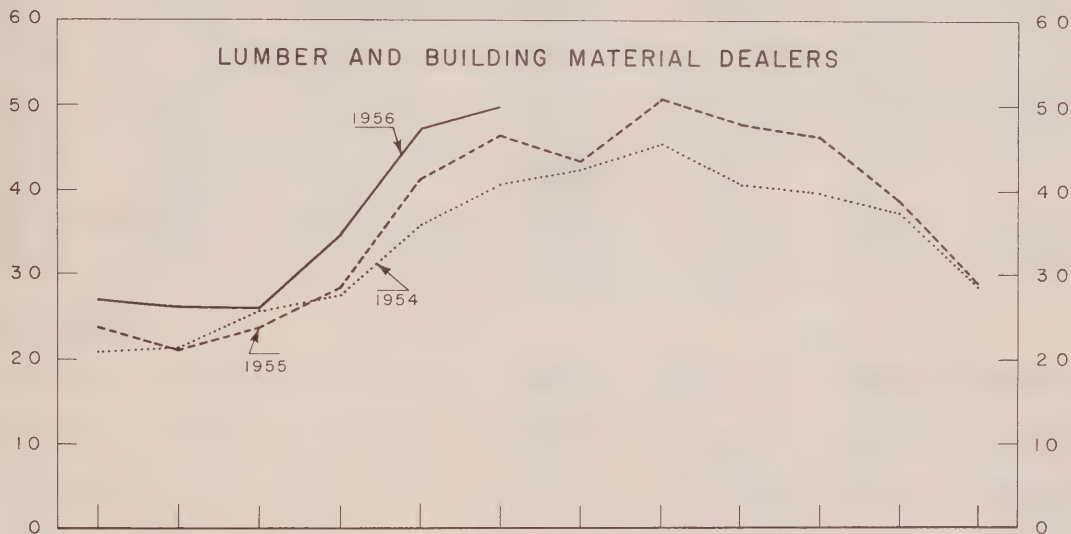
MILLION DOLLARS

MILLION DOLLARS

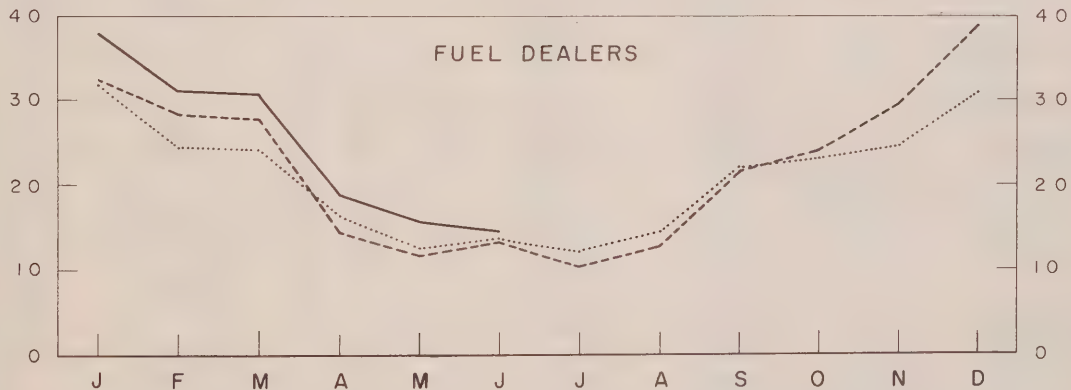
## HARDWARE STORES



## LUMBER AND BUILDING MATERIAL DEALERS



## FUEL DEALERS



June, 1956

(in thousands of dollars)

	KIND OF BUSINESS OR STORE	All Stores	Chain	Independent	All Stores
		Canada			Atlantic
1	TOTAL, ALL TRADES .....	1,286,728	225,458	1,061,270	112,230
2	Grocery & Combination .....	238,345	97,361	140,984	21,614
3	Other Food & Beverage .....	84,499	42,991	41,508	7,459
4	General .....	52,622	2,837	49,785	11,097
5	Department .....	99,517	-	99,517	8,487
6	Variety .....	23,952	20,010	3,942	2,343
7	Motor Vehicle .....	277,328	2,879	274,449	26,604
8	Garage & Filling Station .....	66,560	535	66,025	5,339
9	Men's Clothing .....	20,402	2,589	17,813	1,238
10	Family Clothing .....	19,253	2,939	16,313	2,840
11	Women's Clothing .....	21,907	6,212	15,695	944
12	Shoe .....	13,769	5,555	8,214	1,148
13	Hardware .....	27,803	2,132	25,671	1,772
14	Lumber & Building Material .....	49,745	9,510	40,236	1,684
15	Furniture, Appliance & Radio .....	49,337	9,563	39,774	4,033
16	Restaurant .....	41,826	2,766	39,060	2,464
17	Fuel .....	14,327	191	14,136	573
18	Drug .....	25,069	3,202	21,867	1,809
19	Jewellery .....	9,114	3,196	5,918	808
20	Miscellaneous .....	151,353	10,990	140,363	9,974
		Manitoba			Saskatchewan
21	TOTAL, ALL TRADES .....	62,158	8,625	53,533	79,766
22	Grocery & Combination .....	10,978	3,896	7,082	9,613
23	Other Food & Beverage .....	2,753	1,548	1,205	2,967
24	General .....	4,159	(a)	(a)	6,814
25	Department .....	8,597	-	8,597	5,139
26	Variety .....	583	556	27	830
27	Motor Vehicle .....	9,526	-	9,526	18,998
28	Garage & Filling Station .....	3,105	(a)	(a)	4,699
29	Men's Clothing .....	729	48	681	636
30	Family Clothing .....	795	(a)	(a)	1,073
31	Women's Clothing .....	580	217	364	608
32	Shoe .....	455	93	362	396
33	Hardware .....	1,465	(a)	(a)	3,091
34	Lumber & Building Material .....	4,826	893	3,932	5,526
35	Furniture, Appliance & Radio .....	1,329	169	1,160	1,901
36	Restaurant .....	2,185	181	2,004	2,546
37	Fuel .....	172	-	172	286
38	Drug .....	1,325	(a)	(a)	1,474
39	Jewellery .....	425	(a)	(a)	490
40	Miscellaneous .....	8,171	545	7,626	12,679

(a) Indicates figures withheld, to avoid disclosing individual operations, but are included in the totals. Any slight differences between the totals and their components are due to the rounding of the figures.



Estimated Retail Trade - Chain and Independent - By Provinces and Kinds of Business

5

June, 1956

(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent	No.
Provinces			Quebec			Ontario		
16,144	96,086	298,826	47,130	251,696	494,193	106,164	388,029	1
3,912	17,702	68,807	20,923	47,884	92,259	52,164	40,094	2
4,441	3,018	20,418	6,400	14,018	35,671	20,174	15,497	3
737	10,360	9,053	539	8,514	10,585	517	10,068	4
-	8,487	17,839	-	17,839	33,340	-	33,340	5
2,107	236	6,959	5,538	1,421	10,721	9,262	1,460	6
2,539	24,065	60,076	-	60,076	101,803	(a)	(a)	7
(a)	(a)	12,770	(a)	(a)	28,078	(a)	(a)	8
(a)	(a)	5,539	561	4,978	9,119	1,641	7,478	9
160	2,680	6,969	1,624	5,345	5,430	831	4,598	10
242	702	6,487	1,662	4,825	9,302	2,799	6,503	11
(a)	(a)	4,135	1,584	2,551	5,890	3,086	2,804	12
(a)	(a)	6,144	(a)	(a)	10,986	1,001	9,985	13
-	1,684	8,876	(a)	(a)	18,119	2,535	15,584	14
450	3,583	12,902	3,472	9,431	20,391	3,327	17,065	15
60	2,404	10,008	736	9,272	17,140	1,072	16,069	16
-	573	2,806	-	2,806	8,267	(a)	(a)	17
150	1,659	4,802	482	4,320	11,061	1,464	9,598	18
202	606	1,852	576	1,276	3,865	1,429	2,436	19
464	9,510	32,384	1,925	30,460	62,166	4,310	57,857	20
Saskatchewan			Alberta			British Columbia		
9,627	70,139	102,478	15,388	87,090	137,086	22,388	114,698	21
2,571	7,042	14,177	5,222	8,955	20,898	8,673	12,225	22
1,603	1,363	5,137	(a)	(a)	10,095	(a)	(a)	23
(a)	(a)	5,955	(a)	(a)	4,959	686	4,273	24
-	5,139	9,825	-	9,825	16,290	-	16,290	25
685	145	1,318	1,028	289	1,198	835	364	26
-	18,998	23,417	-	23,417	36,905	-	36,905	27
(a)	(a)	6,299	(a)	(a)	6,270	(a)	(a)	28
(a)	(a)	1,606	(a)	(a)	1,535	(a)	(a)	29
(a)	(a)	1,106	158	947	1,041	(a)	(a)	30
226	382	1,842	467	1,375	2,145	600	1,545	31
88	308	572	201	371	1,172	246	926	32
(a)	(a)	2,671	(a)	(a)	1,675	(a)	(a)	33
2,551	2,975	5,854	2,638	3,216	4,863	547	4,315	34
260	1,641	4,235	451	3,784	4,547	1,435	3,112	35
(a)	(a)	2,810	95	2,715	4,673	580	4,092	36
-	286	10	-	10	2,213	(a)	(a)	37
(a)	(a)	1,895	265	1,629	2,704	676	2,028	38
135	355	451	263	188	1,223	462	761	39
984	11,696	13,298	968	12,330	12,680	1,796	10,884	40



## Percentage Changes in Retail Trade — By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

June 1956 Over June 1955

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES .....	+ 8.2	+ 9.4	+ 7.7	+ 8.0	+ 6.6	+ 8.6	+11.5	+ 7.
Grocery & Combination .....	+13.8	+11.8	+15.2	+13.7	+13.7	+ 8.9	+15.2	+13.
Other Food & Beverage .....	+ 7.7	+ 7.7	+ 3.9	+ 7.5	+ 7.8	+14.7	+10.7	+12.
General .....	+ 9.4	+13.0	+ 8.1	+10.9	+ 6.5	+ 3.8	+12.4	+ 7.
Department .....	+10.1	+ 9.2	+ 7.0	+ 9.9	+10.0	+ 7.7	+17.2	+11.
Variety .....	+18.1	+19.4	+14.2	+21.1	+24.8	+12.8	+19.2	+13.
Motor Vehicle .....	+ 1.0	+10.1	- 0.9	- 1.6	- 7.6	+10.4	+ 4.7	+ 1.
Garage & Filling Station .....	+ 6.6	+ 2.7	+ 6.6	+ 5.3	+20.4	+ 5.9	+ 6.0	+11.
Men's Clothing .....	+13.0	+ 7.3	+11.1	+17.5	+15.5	+12.6	+15.5	- 1.
Family Clothing .....	+14.4	+11.6	+15.4	+16.9	+44.0	+ 1.5	+ 3.0	+12.
Women's Clothing .....	+ 8.8	+ 7.2	+ 9.1	+13.5	+11.1	+14.3	(c)	- 3.
Shoe .....	+15.6	+13.8	+12.2	+21.1	+25.3	+19.3	- 1.2	+ 8.
Hardware .....	+ 9.2	+ 2.1	+13.5	+11.9	+ 8.8	+14.7	- 2.1	- 3.
Lumber & Building Material .....	+ 6.9	+ 1.6	+ 1.6	+ 6.5	+10.2	+ 8.8	+ 9.5	+12.
Furniture, Appliance & Radio .....	+15.1	+ 4.1	+ 9.9	+15.9	+ 7.4	+41.7	+26.0	+22.
Restaurant .....	+ 7.5	+ 8.6	+ 8.0	+ 9.5	+ 2.7	+ 3.4	- 2.0	+10.
Fuel .....	+ 8.9	+ 6.1	- 2.2	+18.1	+ 3.0	-19.4	-41.2	+ 0.
Drug .....	+ 7.3	+10.4	+ 7.1	+ 7.0	+ 2.6	+ 6.8	+ 5.1	+11.
Jewellery .....	- 0.5	+ 0.1	+ 6.2	- 6.8	- 9.4	+14.8	+ 1.1	+ 9.
Miscellaneous .....	+ 8.9	+ 7.2	+10.1	+ 8.3	+ 2.7	+ 5.2	+27.4	+ 1.

(c) Unchanged

Estimated Retail Trade — By Provinces and Kinds of Business

January to June 1956

(in thousands of dollars)

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
TOTAL, ALL TRADES .....	6,420,212	550,690	1,502,416	2,480,470	311,713	355,619	510,293	709,052
Grocery & Combination .....	1,248,118	116,358	356,547	486,738	56,419	48,261	72,357	111,439
Other Food & Beverage .....	436,136	36,668	116,802	175,293	12,945	13,990	26,874	53,564
General .....	253,169	57,977	43,088	47,751	21,088	32,030	26,928	24,309
Department .....	539,974	44,155	98,203	180,591	46,445	27,501	54,695	88,384
Variety .....	112,814	10,355	32,209	50,851	2,758	3,984	6,498	6,161
Motor Vehicle .....	1,279,964	114,220	261,376	479,864	50,395	81,324	117,855	174,935
Garage & Filling Station .....	325,157	22,580	67,475	141,783	11,741	16,219	33,504	31,859
Men's Clothing .....	98,216	5,298	28,177	42,401	2,730	3,214	7,622	8,777
Family Clothing .....	90,180	12,871	32,435	26,665	3,573	4,038	5,204	5,399
Women's Clothing .....	110,221	5,798	30,956	46,146	2,669	3,605	8,942	12,108
Shoe .....	58,424	4,584	16,117	25,567	1,674	1,644	2,857	5,981
Hardware .....	117,718	7,707	25,447	47,388	6,164	10,378	12,324	8,313
Lumber & Building Material .....	210,816	6,914	40,557	77,559	19,328	18,231	24,056	24,175
Furniture, Appliance & Radio .....	257,247	17,323	63,724	114,765	7,706	8,458	20,975	24,297
Restaurant .....	219,568	10,992	54,614	87,200	12,214	14,227	15,077	25,245
Fuel .....	148,591	7,575	38,520	77,255	3,984	3,073	311	17,876
Drug .....	142,784	10,029	29,407	61,008	7,833	8,230	10,547	15,733
Jewellery .....	48,750	3,774	9,929	21,955	2,322	2,850	2,372	5,551
Miscellaneous .....	722,365	55,512	156,833	289,690	39,725	54,362	61,295	64,946

# Percentage Changes in Retail Trade — By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

January to June 1956 Over January to June 1955

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES .....	+ 7.6	+ 6.6	+ 9.1	+ 6.3	+ 3.2	+ 6.7	+10.1	+10.3
Grocery & Combination .....	+ 7.6	+ 4.3	+ 8.9	+ 7.9	+ 7.4	+ 3.6	+ 9.0	+ 7.0
Other Food & Beverage .....	+ 4.9	+ 3.7	+ 5.1	+ 4.1	+ 4.4	+ 1.7	+ 2.4	+10.2
General .....	+ 5.2	+ 5.1	+ 7.7	+ 3.6	+ 2.6	+ 5.5	+ 6.7	+ 5.2
Department .....	+ 9.7	+ 9.7	+ 7.9	+ 9.9	+ 4.4	+10.0	+14.5	+11.5
Variety .....	+10.5	+ 7.2	+ 8.4	+11.4	+10.6	+10.5	+20.4	+10.0
Motor Vehicle .....	+ 6.0	+ 9.7	+ 7.3	+ 1.3	- 6.5	+ 8.7	+15.5	+12.4
Garage & Filling Station .....	+ 6.6	+ 4.8	+13.0	+ 3.7	+10.2	- 2.4	+ 3.6	+16.4
Men's Clothing .....	+ 4.5	+ 0.6	+ 4.6	+ 4.3	+ 7.2	- 0.3	+ 8.1	+ 6.1
Family Clothing .....	+ 6.9	+ 6.0	+11.0	+ 3.2	+17.7	- 0.7	+ 2.2	+ 9.0
Women's Clothing .....	+ 5.7	+ 6.5	+ 5.8	+ 7.4	- 2.6	+ 5.9	+ 2.9	+ 3.0
Shoe .....	+ 6.4	+ 2.0	+ 5.7	+ 6.0	+ 5.5	+ 8.2	+ 8.8	+12.6
Hardware .....	+ 6.9	+ 3.2	+13.2	+ 5.5	+ 9.3	+ 7.2	+ 4.2	+ 2.6
Lumber & Building Material .....	+13.9	+ 7.1	+16.1	+12.0	+10.7	+ 9.1	+18.4	+20.8
Furniture, Appliance & Radio .....	+ 9.2	+ 4.2	+16.7	+ 7.1	- 5.3	+ 3.0	+ 9.2	+12.1
Restaurant .....	+ 4.5	+ 1.3	+ 4.8	+ 4.9	+ 1.1	+ 8.5	- 1.0	+ 7.0
Fuel .....	+16.2	+ 7.7	+16.3	+20.2	+12.8	+ 7.4	+ 9.9	+ 7.0
Drug .....	+ 4.8	+ 6.1	+ 5.6	+ 4.4	+ 2.4	+ 2.1	+ 3.7	+ 7.6
Jewellery .....	+ 6.5	+ 9.0	+14.6	+ 2.7	- 3.3	+12.1	+ 5.1	+ 9.2
Miscellaneous .....	+10.1	+10.3	+12.5	+ 9.2	+ 4.3	+10.6	+11.2	+10.8

(Without Adjustment for Price Changes)

June 1956 Over May 1956

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES .....	+ 4.0	+ 0.5	+ 4.7	+ 6.6	- 1.6	- 1.1	+ 2.6	+ 3.2
Grocery & Combination .....	+ 9.7	+ 6.0	+ 8.6	+10.4	+ 7.3	+ 9.5	+13.2	+13.5
Other Food & Beverage .....	+ 7.7	+17.6	- 8.4	+17.6	+10.3	+20.1	+ 4.0	+ 4.9
General .....	+ 5.3	- 6.3	- 1.5	+17.5	- 2.0	+15.3	+11.6	+12.0
Department .....	- 3.3	- 9.7	- 8.0	- 2.1	+ 1.4	- 2.1	+ 0.2	- 1.4
Variety .....	+13.1	+17.9	+11.4	+15.7	+ 8.8	+ 8.4	+ 7.3	+ 4.4
Motor Vehicle .....	- 1.3	- 7.9	+ 9.9	- 1.6	-28.1	- 6.2	- 3.7	+ 2.2
Garage & Filling Station .....	+ 3.4	+23.8	+ 3.5	- 2.0	+30.6	+ 9.5	+ 2.3	+ 0.3
Men's Clothing .....	+16.7	+34.0	+16.7	+17.8	+77.8	+13.0	+20.4	-13.0
Family Clothing .....	+16.6	+18.3	+19.9	+13.4	+ 8.9	+29.1	+11.4	+ 9.0
Women's Clothing .....	+ 3.2	-24.8	+16.1	+11.2	+13.3	-14.4	-16.2	-17.6
Shoe .....	+15.1	+33.2	+24.1	+14.3	+23.3	+ 4.8	+12.0	- 3.9
Furniture .....	+ 7.0	+ 6.3	+ 9.1	+ 8.0	+19.2	+14.6	- 8.1	- 0.9
Lumber & Building Material .....	+ 5.2	+ 5.4	- 5.3	+ 4.5	+18.0	+26.0	+12.3	- 8.1
Furniture, Appliance & Radio .....	+13.0	+44.8	+10.6	+ 7.1	+34.2	+78.8	+ 7.2	+ 9.0
Restaurant .....	+ 0.7	+22.8	+ 3.9	+ 2.7	-12.2	-11.7	-17.6	+ 5.2
Hotel .....	- 9.1	-40.5	-30.5	+ 4.2	-56.0	-40.3	-50.0	+14.4
Bar .....	+ 4.1	+12.5	-10.8	+11.4	+ 0.8	+ 5.9	+ 3.5	+ 3.2
Jewellery .....	+ 1.2	+ 8.9	+ 1.0	- 0.2	+ 2.7	-27.6	- 3.8	+22.9
Miscellaneous .....	+ 2.7	-14.2	+ 5.1	+14.8	- 5.0	-25.0	+ 5.5	+ 0.5







CANADA

# RETAIL TRADE

JULY, 1956

*Published by Authority of*  
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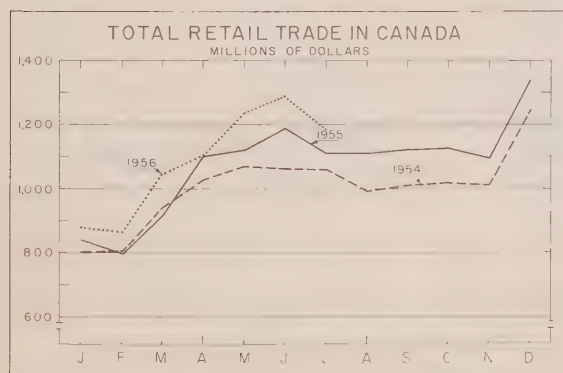
## RETAIL TRADE

Estimated retail sales in Canada in July this year amounted to \$1,185,437,000 an increase of nearly seventy-five million dollars over sales of \$1,112,308,000 in the corresponding month a year earlier a gain of 6.6%. For the first seven months this year sales of all Canadian retailers were estimated to be \$7,605,649,000 an increase of 7.4% from the \$7,081,030,000 registered in the corresponding 1955 period. All months of 1956 have shown greater sales than the corresponding months of 1955 when Canadian retailers had the largest dollar volume of sales in history. These and other estimates contained in this bulletin are not adjusted for seasonal variations, price changes or number of shopping days.

### Total Retail Trade in Canada

<u>Period</u>	<u>1955</u> <u>\$'000</u>	<u>1956</u> <u>\$'000</u>	<u>% Change</u> <u>1956/1955</u>
First Quarter .....	2,554,481	2,789,604	+ 9.2
April .....	1,101,038	1,106,866	+ 0.5
May .....	1,123,962	1,237,014	+ 10.1
June .....	1,189,241	1,286,728	+ 8.2
July .....	<u>1,112,308</u>	<u>1,185,437</u>	<u>+ 6.6</u>
Total .....	7,081,030	7,605,649	+ 7.4

All provinces showed greater dollar sales during July this year as compared with 1955. British Columbia and Alberta with gains of 124% and 12.3% respectively were well above the national average. The other provinces, ranked by percentage size of their increase during the month, were Quebec 8.6%, Saskatchewan 7.2%, Atlantic provinces 5.6%, Manitoba 4.5% and



Ontario 3.1%. For the seven-month period of 1956 sales were greater in all provinces. British Columbia and Alberta once again registered the largest percentage gains 10.6% and 10.5% with the remaining provinces ranked in almost the same order for

the seven-month period as for the month of July.

By kind of business, sixteen of the eighteen specified, as well as the miscellaneous category, had increased sales during July 1956. Motor vehicle dealers, one of the largest categories included in the estimates were up 12.0% in sales this July over last with some of the largest gains occurring in the western provinces. Grocery and combination stores up 3.5%, lumber and building material dealers 13.3%, hardware stores and furniture, appliance and radio stores up 9.6% and 9.3% respectively were some of the other notable increases during the month.

Sales of department stores with a dollar value of \$78,833,000 during July increased 10.5% from the previous year's sales of \$71,356,000. The departmental breakdown of department store sales and stocks for July was not available at the time retail sales figures were printed. These estimates when available, will be published separately in a bulletin Department Store Sales and Stocks.

### Percentage Changes in Selected Retail Trades

January to July 1956 over January to July 1955

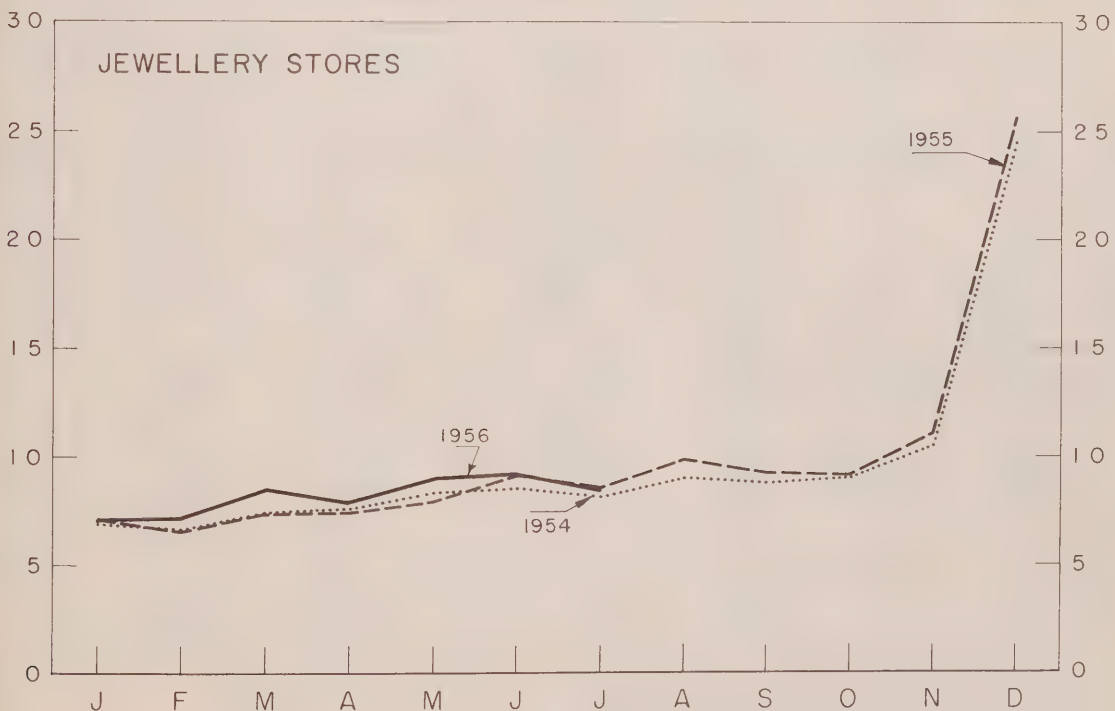
#### Chains and Independents

	<u>Canada</u>		
	<u>All Stores</u>	<u>Chains</u>	<u>Independents</u>
Grocery and Combination .....	+ 7.0	+ 11.3	+ 4.1
Family Clothing .....	+ 5.9	+ 5.0	+ 6.0
Women's Clothing .....	+ 5.5	+ 5.4	+ 5.6
Shoe .....	+ 6.4	+ 7.6	+ 5.6
Lumber and Building Material..	+ 13.8	+ 17.1	+ 13.1
Furniture, Appliance and Radio.	+ 9.2	+ 10.9	+ 8.8
Restaurant .....	+ 4.7	+ 2.2	+ 4.9
Drug .....	+ 4.7	+ 5.9	+ 4.5
Jewellery .....	+ 5.3	+ 7.6	+ 4.2

# MONTHLY SALES DRUG-JEWELLERY STORES

MILLION DOLLARS

MILLION DOLLARS





July, 1956

(in thousands of dollars)

	KIND OF BUSINESS OR STORE	All Stores	Chain	Independent	All Stores
		Canada			Atlantic
1	TOTAL, ALL TRADES .....	1,185,437	198,588	986,849	103,609
2	Grocery & Combination .....	217,592	84,122	133,470	20,456
3	Other Food & Beverage .....	79,279	38,271	41,077	7,766
4	General .....	52,028	2,733	49,296	11,829
5	Department .....	78,833	-	78,833	6,547
6	Variety .....	20,713	17,152	3,561	2,071
7	Motor Vehicle .....	261,703	2,803	258,900	21,955
8	Garage & Filling Station .....	66,905	545	66,360	6,053
9	Men's Clothing .....	15,748	1,851	13,897	928
10	Family Clothing .....	15,733	2,262	13,471	2,203
11	Women's Clothing .....	18,414	5,192	13,222	1,027
12	Shoe .....	10,044	4,149	5,895	788
13	Hardware .....	25,030	1,922	23,108	2,018
14	Lumber & Building Material .....	49,140	10,538	38,601	1,583
15	Furniture, Appliance & Radio .....	45,495	8,273	37,222	3,109
16	Restaurant .....	43,576	3,050	40,526	2,177
17	Fuel .....	12,992	196	12,796	905
18	Drug .....	23,291	3,090	20,200	1,739
19	Jewellery .....	8,495	2,733	5,762	673
20	Miscellaneous .....	140,426	9,706	130,722	9,782
		Manitoba			Saskatchewan
21	TOTAL, ALL TRADES .....	62,506	8,164	54,342	74,547
22	Grocery & Combination .....	10,381	3,485	6,897	8,104
23	Other Food & Beverage .....	2,767	1,415	1,352	2,514
24	General .....	4,529	(a)	(a)	6,175
25	Department .....	7,521	-	7,521	4,079
26	Variety .....	499	476	23	750
27	Motor Vehicle .....	12,562	-	12,562	19,285
28	Garage & Filling Station .....	2,569	(a)	(a)	4,335
29	Men's Clothing .....	920	33	888	435
30	Family Clothing .....	694	(a)	(a)	1,070
31	Women's Clothing .....	483	163	319	540
32	Shoe .....	279	62	217	356
33	Hardware .....	1,597	(a)	(a)	2,245
34	Lumber & Building Material .....	4,970	1,239	3,731	5,615
35	Furniture, Appliance & Radio .....	1,327	133	1,194	1,879
36	Restaurant .....	2,043	208	1,835	2,345
37	Fuel .....	156	-	156	376
38	Drug .....	1,262	(a)	(a)	1,414
39	Jewellery .....	436	(a)	(a)	426
40	Miscellaneous .....	7,511	510	7,000	12,604

(a) Indicates figures withheld to avoid disclosing individual operations, but are included in the totals. Any slight differences between the totals and their components are due to the rounding of the figures.

July, 1956

(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent	No.
Provinces			Quebec			Ontario		
15,808	87,801	271,484	38,539	232,945	443,838	91,525	352,313	1
3,717	16,738	63,012	17,565	45,447	83,074	44,972	38,102	2
4,693	3,073	19,149	4,676	14,473	31,955	17,644	14,311	3
761	11,069	8,261	632	7,629	11,065	420	10,645	4
-	6,547	12,550	-	12,550	24,698	-	24,698	5
1,832	239	5,646	4,387	1,259	9,330	8,051	1,279	6
2,508	19,447	59,757	-	59,757	90,803	(a)	(a)	7
(a)	(a)	12,868	(a)	(a)	27,802	(a)	(a)	8
(a)	(a)	3,891	373	3,517	6,643	1,112	5,531	9
206	1,997	5,483	1,233	4,250	4,316	559	3,757	10
206	821	4,150	1,228	2,922	7,667	2,316	5,351	11
(a)	(a)	2,616	1,130	1,486	4,490	2,264	2,226	12
(a)	(a)	5,534	(a)	(a)	9,664	959	8,705	13
-	1,583	9,717	(a)	(a)	16,742	2,414	14,328	14
474	2,635	11,278	2,797	8,481	20,139	2,938	17,202	15
68	2,109	9,547	822	8,725	18,890	1,045	17,844	16
-	905	2,846	-	2,846	7,024	(a)	(a)	17
151	1,588	5,011	445	4,567	9,302	1,383	7,919	18
174	499	1,540	490	1,049	3,850	1,178	2,672	19
413	9,369	28,628	1,637	26,991	56,384	3,760	52,625	20
Saskatchewan			Alberta			British Columbia		
9,093	65,454	97,598	14,666	82,932	131,863	20,802	111,061	21
2,097	6,007	12,740	4,798	7,943	19,826	7,488	12,338	22
1,455	1,059	4,990	(a)	(a)	10,139	(a)	(a)	23
(a)	(a)	5,120	(a)	(a)	5,050	539	4,511	24
-	4,079	8,856	-	8,856	14,582	-	14,582	25
619	131	1,253	978	275	1,164	809	355	26
-	19,285	23,124	-	23,124	34,217	-	34,217	27
(a)	(a)	6,378	(a)	(a)	6,900	(a)	(a)	28
(a)	(a)	1,198	(a)	(a)	1,733	(a)	(a)	29
(a)	(a)	938	141	797	1,030	(a)	(a)	30
182	358	2,072	452	1,620	2,475	645	1,830	31
73	283	468	191	277	1,046	250	797	32
(a)	(a)	2,343	(a)	(a)	1,629	(a)	(a)	33
2,889	2,726	6,402	2,976	3,426	4,112	518	3,594	34
224	1,655	2,768	337	2,431	4,995	1,370	3,625	35
(a)	(a)	3,429	133	3,296	5,146	730	4,416	36
-	376	9	-	9	1,677	(a)	(a)	37
(a)	(a)	1,814	268	1,545	2,749	682	2,068	38
118	308	447	259	188	1,124	402	722	39
913	11,691	13,249	951	12,298	12,269	1,522	10,747	40

## Percentage Changes in Retail Trade - By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

July 1956 Over July 1955

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES .....	+ 6.6	+ 5.6	+ 8.6	+ 3.1	+ 4.5	+ 7.2	+12.3	+12.4
Grocery & Combination .....	+ 3.5	+ 3.2	+ 4.7	+ 3.7	+ 4.7	- 5.2	+ 2.8	+ 2.4
Other Food & Beverage .....	- 3.8	+ 2.0	- 4.3	-10.3	+ 9.5	+ 4.3	+ 6.0	+ 6.4
General .....	+ 2.6	+ 2.6	+ 5.6	- 0.4	+ 2.3	+ 2.3	+ 4.1	+ 3.9
Department .....	+10.5	+13.3	+ 9.0	+14.2	- 2.0	+ 9.8	+15.1	+ 9.2
Variety .....	+ 7.4	+ 5.9	+ 5.7	+ 8.6	+11.6	+ 7.9	+ 8.9	+ 6.1
Motor Vehicle .....	+12.0	+13.3	+15.3	+ 2.5	+ 5.7	+19.3	+29.5	+22.6
Garage & Filling Station .....	+ 2.2	+ 5.1	+ 7.1	+ 1.3	+13.0	-10.6	- 4.8	+ 7.8
Men's Clothing .....	+ 3.6	+14.1	+ 4.6	+ 1.1	+ 4.4	+ 4.8	+ 7.9	+ 2.2
Family Clothing .....	+ 0.3	- 0.5	+ 5.7	- 7.2	+11.6	- 6.1	+ 1.0	+ 8.9
Women's Clothing .....	+ 4.7	+ 7.2	+ 3.9	+ 4.7	- 4.7	+12.0	+ 3.0	+ 7.1
Shoe .....	+ 6.1	- 1.0	+11.2	+ 4.8	- 2.8	+ 8.2	+ 9.1	+ 5.3
Hardware .....	+ 9.6	+16.6	+17.5	+ 6.2	+11.8	+ 8.8	+ 4.2	+ 4.8
Lumber & Building Material .....	+13.3	+ 3.3	+17.2	+11.8	+17.5	+ 5.1	+13.7	+22.2
Furniture, Appliance & Radio .....	+ 9.3	- 1.5	+14.0	+ 8.6	-10.2	+16.0	+ 2.8	+18.0
Restaurant .....	+ 5.6	+ 0.3	+ 6.1	+ 5.3	- 1.2	+ 0.2	+ 1.7	+17.5
Fuel .....	+24.8	+41.8	+11.5	+32.2	+12.2	+ 0.5	-10.0	+20.7
Drug .....	+ 4.3	+ 9.0	+ 8.5	- 0.2	+ 1.6	+ 1.4	+ 6.7	+11.9
Jewellery .....	- 0.9	+ 7.0	- 5.2	- 1.9	- 5.4	+12.4	+ 0.4	+ 1.2
Miscellaneous .....	+ 7.1	- 2.2	+12.6	+ 1.1	+ 2.5	+12.0	+21.7	+17.2

Estimated Retail Trade -- By Provinces and Kinds of Business

January to July 1956

(in thousands of dollars)

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
TOTAL, ALL TRADES .....	7,605,649	654,299	1,773,900	2,924,310	374,219	430,166	607,891	840,915
Grocery & Combination .....	1,465,710	136,814	419,559	569,812	66,800	56,365	85,097	131,265
Other Food & Beverage .....	515,415	44,434	135,951	207,248	15,712	16,504	31,864	63,703
General .....	305,197	69,806	51,349	58,816	25,617	38,205	32,048	29,359
Department .....	618,807	50,702	110,753	205,291	53,966	31,580	63,551	102,966
Variety .....	133,527	12,426	37,855	60,181	3,257	4,734	7,751	7,325
Motor Vehicle .....	1,541,667	136,175	321,133	570,667	62,957	100,609	140,979	209,152
Garage & Filling Station .....	392,062	28,633	80,343	169,585	14,310	20,554	39,882	38,759
Men's Clothing .....	113,964	6,226	32,068	49,044	3,650	3,649	8,820	10,510
Family Clothing .....	105,913	15,074	37,918	30,981	4,267	5,108	6,142	6,429
Women's Clothing .....	128,635	6,825	35,106	53,813	3,152	4,145	11,014	14,583
Shoe .....	68,468	5,372	18,733	30,057	1,953	2,000	3,325	7,027
Hardware .....	142,748	9,725	30,981	57,052	7,761	12,623	14,667	9,942
Lumber & Building Material .....	259,956	8,497	50,274	94,301	24,298	23,846	30,458	28,287
Furniture, Appliance & Radio .....	302,742	20,432	75,002	134,904	9,033	10,337	23,743	29,292
Restaurant .....	263,144	13,169	64,161	106,090	14,257	16,572	18,506	30,391
Fuel .....	161,583	8,480	41,366	84,279	4,140	3,449	3,201	19,553
Drug .....	166,075	11,768	34,418	70,310	9,095	9,644	12,361	18,482
Jewellery .....	57,245	4,447	11,469	25,805	2,758	3,276	2,819	6,675
Miscellaneous .....	862,791	65,294	185,461	346,074	47,236	66,966	74,544	77,215



(Without Adjustment for Price Changes)

January to July 1956 Over January to July 1955

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES .....	+ 7.4	+ 6.4	+ 9.0	+ 5.8	+ 3.4	+ 6.8	+10.5	+10.6
Grocery & Combination .....	+ 7.0	+ 4.1	+ 8.2	+ 7.2	+ 7.0	+ 2.3	+ 8.0	+ 6.5
Other Food & Beverage .....	+ 3.4	+ 3.4	+ 3.6	+ 1.6	+ 5.3	+ 2.1	+ 2.9	+ 9.6
General .....	+ 4.8	+ 4.7	+ 7.4	+ 2.8	+ 2.5	+ 5.0	+ 6.2	+ 4.9
Department .....	+ 9.8	+10.1	+ 8.0	+10.4	+ 3.5	+ 9.9	+14.6	+11.5
Variety .....	+10.0	+ 7.0	+ 8.0	+10.9	+10.7	+10.1	+18.4	+ 9.5
Motor Vehicle .....	+ 6.9	+10.3	+ 8.7	+ 1.5	- 4.3	+10.6	+17.6	+13.9
Garage & Filling Station .....	+ 5.8	+ 4.8	+12.0	+ 3.3	+10.7	- 4.2	+ 2.2	+14.8
Men's Clothing .....	+ 4.4	+ 2.4	+ 4.6	+ 3.9	+ 6.5	+ 0.3	+ 8.1	+ 5.8
Family Clothing .....	+ 5.9	+ 5.0	+10.2	+ 1.6	+16.6	- 1.9	+ 2.0	+ 8.9
Women's Clothing .....	+ 5.5	+ 6.6	+ 5.5	+ 7.0	- 2.9	+ 6.7	+ 2.9	+ 3.5
Shoe .....	+ 6.4	+ 1.5	+ 6.5	+ 5.8	+ 4.2	+ 8.2	+ 8.8	+11.6
Hardware .....	+ 7.4	+ 5.7	+13.9	+ 5.6	+ 9.8	+ 7.5	+ 4.2	+ 3.6
Lumber & Building Material .....	+13.8	+ 6.4	+16.3	+12.0	+12.0	+ 8.1	+17.4	+21.6
Furniture, Appliance & Radio .....	+ 9.2	+ 3.3	+16.2	+ 7.3	- 6.1	+ 5.1	+ 8.4	+13.5
Restaurant .....	+ 4.7	+ 1.1	+ 5.0	+ 4.9	+ 0.7	+ 7.2	- 0.5	+ 8.6
Fuel .....	+16.9	+10.5	+15.9	+21.1	+12.8	+ 6.6	+ 9.2	+ 8.5
Drug .....	+ 4.7	+ 6.5	+ 6.0	+ 3.7	+ 2.3	+ 2.0	+ 4.1	+ 8.5
Jewellery .....	+ 5.3	+ 8.7	+11.5	+ 2.0	- 3.7	+12.1	+ 4.3	+ 7.5
Miscellaneous .....	+ 9.6	+ 8.2	+12.5	+ 7.8	+ 4.0	+10.9	+12.9	+11.5



(Without Adjustment for Price Changes)

July 1956 Over June 1956

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES .....	- 7.9	- 7.7	- 9.1	-10.2	+ 0.6	- 6.5	- 4.8	- 3.8
Food Store & Combination .....	- 8.7	- 5.4	- 8.4	-10.0	- 5.4	-15.7	-10.1	- 5.1
Other Food & Beverage .....	- 6.2	+ 4.1	- 6.2	-10.4	+ 0.5	-15.3	- 2.9	+ 0.4
General .....	- 1.1	+ 6.6	- 8.7	+ 4.5	+ 8.9	- 9.4	-14.0	+ 1.8
Department .....	-20.8	-22.9	-29.6	-25.9	-12.5	-20.6	- 9.9	-10.5
Variety .....	-13.5	-11.6	-18.9	-13.0	-14.4	- 9.6	- 4.9	- 2.8
Motor Vehicle .....	- 5.6	-17.5	- 0.5	-10.8	+31.9	+ 1.5	- 1.3	- 7.3
Garage & Filling Station .....	+ 0.5	+13.4	+ 0.8	- 1.0	-17.3	- 7.7	+ 1.3	+10.0
Men's Clothing .....	-22.8	-25.0	-29.8	-27.2	+26.2	-31.6	-25.4	+12.9
Family Clothing .....	-18.3	-22.4	-21.3	-20.5	-12.7	- 0.3	-15.2	- 1.1
Women's Clothing .....	-15.9	+ 8.8	-36.0	-17.6	-16.7	-11.2	+12.5	+15.4
Shoe .....	-27.1	-31.4	-36.7	-23.8	-38.7	-10.1	-18.2	-10.8
Hardware .....	-10.0	+13.9	- 9.9	-12.0	+ 9.0	-27.4	-12.3	- 2.7
Lumber & Building Material .....	- 1.2	- 6.0	+ 9.5	- 7.6	+ 3.0	+ 1.6	+ 9.4	-15.4
Furniture, Appliance & Radio .....	- 7.8	-22.9	-12.6	- 1.2	- 0.2	- 1.2	-34.6	+ 9.9
Restaurant .....	+ 4.2	-11.6	- 4.6	+10.2	- 6.5	- 7.9	+22.0	+10.1
Tobacco .....	- 9.3	+57.9	+ 1.4	-15.0	- 9.3	+31.5	-10.0	-24.2
Drug .....	- 7.1	- 3.9	+ 4.4	-15.9	- 4.8	- 4.1	- 4.3	+ 1.7
Jewellery .....	- 6.8	-16.7	-16.8	- 0.4	+ 2.6	-13.1	- 0.9	- 8.1
Miscellaneous .....	- 7.2	- 1.9	-11.6	- 9.3	- 8.1	- 0.6	- 0.4	- 3.2





CANADA

# RETAIL TRADE

AUGUST, 1956



*Published by Authority of*  
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## RETAIL TRADE

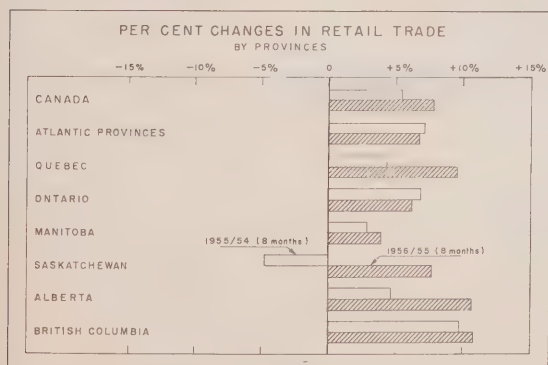
Estimated retail sales in Canada during the month of August 1956 amounted to \$1,225,480,000 an increase of 10.2% over sales of \$1,112,250,000 in August last year. Cumulative sales for the first eight months of 1956 were estimated to be \$8,831,125,000 or 7.8% greater than the \$8,193,280,000 recorded in the same period a year ago. These and other estimates contained in this bulletin are not adjusted for seasonal variations, price changes or number of shopping days.

### Total Retail Trade in Canada

<u>Period</u>	<u>1955</u> \$'000	<u>1956</u> \$'000	<u>% Change</u> 1956/1955
First Half .....	5,968,722	6,420,208	+ 7.6
July .....	1,112,308	1,185,437	+ 6.6
August .....	<u>1,112,250</u>	<u>1,225,480</u>	<u>+ 10.2</u>
Total .....	8,193,280	8,831,125	+ 7.8

All regions had greater dollar sales in August this year than last. Quebec, with a percentage increase of 12.8% during the month, showed the largest gain of all the provinces. Saskatchewan, Alberta and British Columbia with gains of 12.3%, 11.7% and 11.4% were the other provinces showing increases greater than the 10.2% for all of Canada. Ontario, the Atlantic Provinces and Manitoba showed substantial gains over a year ago amounting to 8.4%, 8.2% and 6.8% respectively.

All eighteen of the specified kind of business groups as well as the miscellaneous category increased their sales during August. The



clothing classifications along with the grocery and combination stores, department stores and variety stores showed some of the largest percentage gains during the month. Hardware dealers, lumber and building material dealers and



2.

motor vehicle dealers, were some of the other larger trades, which registered gains of 11.9%, 7.8% and 7.5% respectively.

Department store sales of \$91,397,000 during August 1956, an increase of 12.4% over the same month a year ago, brought the eight month total for this category to \$710,200,000, up 10.1% from sales of \$644,760,000 recorded in 1955. Stocks on hand in department stores at the end of July had a selling value of \$275,785,000 as compared with stocks of \$253,588,000 on the same date a year earlier.

### Percentage Changes in Selected Retail Trades

January to August 1956 over January to August 1955

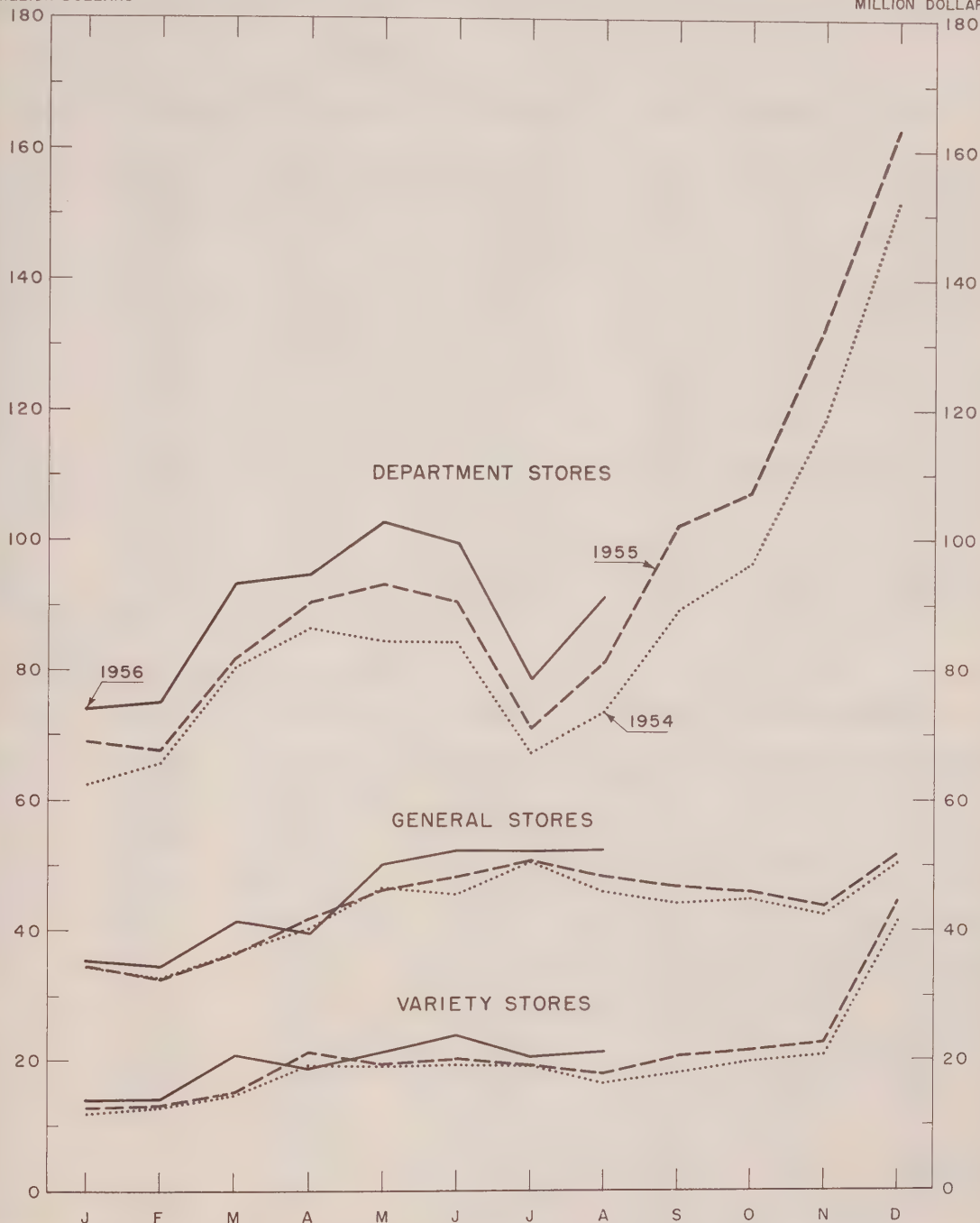
#### Chains and Independents

	<u>Canada</u>		
	<u>All Stores</u>	<u>Chains</u>	<u>Independents</u>
Grocery and Combination.....	+ 7.7	+ 12.1	+ 4.8
Family Clothing .....	+ 7.0	+ 5.4	+ 7.4
Women's Clothing .....	+ 6.5	+ 6.2	+ 6.6
Shoe .....	+ 8.1	+ 9.5	+ 7.2
Lumber and Building Material..	+ 12.7	+ 16.4	+ 11.9
Furniture, Appliance and Radio.	+ 8.8	+ 9.8	+ 8.6
Restaurant .....	+ 5.1	+ 1.7	+ 5.3
Drug .....	+ 4.9	+ 6.3	+ 4.7
Jewellery .....	+ 6.3	+ 7.4	+ 5.8

# MONTHLY SALES GENERAL MERCHANDISE TRADE

MILLION DOLLARS

MILLION DOLLARS



August, 1956

(in thousands of dollars)

KIND OF BUSINESS OR STORE		All Stores	Chain	Independent	All Stores
		Canada			Atlantic
1	TOTAL, ALL TRADES .....	1,225,480	209,953	1,015,527	104,829
2	Grocery & Combination .....	223,395	87,135	136,260	20,283
3	Other Food & Beverage .....	86,898	44,244	42,654	8,622
4	General .....	52,671	2,551	50,120	10,771
5	Department .....	91,397	-	91,397	7,348
6	Variety .....	21,082	17,517	3,565	2,146
7	Motor Vehicle .....	238,200	2,475	235,725	19,480
8	Garage & Filling Station .....	65,481	540	64,941	5,131
9	Men's Clothing .....	16,703	1,550	15,153	878
10	Family Clothing .....	15,273	2,611	12,662	2,452
11	Women's Clothing .....	17,467	4,356	13,111	1,068
12	Shoe .....	10,473	4,036	6,438	715
13	Hardware .....	24,906	1,876	23,031	1,930
14	Lumber & Building Material .....	54,798	12,087	42,711	1,971
15	Furniture, Appliance & Radio .....	43,492	9,159	34,333	3,145
16	Restaurant .....	48,148	2,984	45,164	2,814
17	Fuel .....	15,281	250	15,032	725
18	Drug .....	25,450	3,126	22,324	1,794
19	Jewellery .....	11,044	3,160	7,884	892
20	Miscellaneous .....	163,321	10,296	153,022	12,664
		Manitoba			Saskatchewan
21	TOTAL, ALL TRADES .....	60,964	8,361	52,603	90,054
22	Grocery & Combination .....	9,969	3,560	6,409	8,772
23	Other Food & Beverage .....	2,759	1,556	1,203	2,657
24	General .....	4,309	(a)	(a)	6,831
25	Department .....	7,911	-	7,911	4,745
26	Variety .....	499	476	23	787
27	Motor Vehicle .....	8,791	-	8,791	19,864
28	Garage & Filling Station .....	2,632	(a)	(a)	7,237
29	Men's Clothing .....	1,000	40	960	471
30	Family Clothing .....	460	(a)	(a)	923
31	Women's Clothing .....	416	147	269	561
32	Shoe .....	318	53	265	302
33	Hardware .....	1,264	(a)	(a)	2,669
34	Lumber & Building Material .....	5,204	1,070	4,134	7,137
35	Furniture, Appliance & Radio .....	1,763	132	1,631	1,320
36	Restaurant .....	2,095	164	1,931	2,848
37	Fuel .....	311	-	311	213
38	Drug .....	1,400	(a)	(a)	1,510
39	Jewellery .....	531	(a)	(a)	422
40	Miscellaneous .....	9,332	674	8,658	20,735

(a) Indicates figures withheld to avoid disclosing individual operations, but are included in the totals. Any slight differences between the totals and their components are due to the rounding of the figures.

August, 1956

(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent	No.
Provinces			Quebec			Ontario		
16,323	88,506	279,048	41,131	237,917	450,632	95,290	355,342	1
3,972	16,311	63,502	18,052	45,450	88,244	46,001	42,244	2
5,680	2,942	21,728	6,326	15,402	34,992	20,048	14,944	3
529	10,242	9,609	658	8,952	10,781	378	10,403	4
-	7,348	15,882	-	15,882	28,451	-	28,451	5
1,916	230	5,963	4,649	1,314	9,287	8,054	1,234	6
1,902	17,578	53,893	-	53,893	80,299	(a)	(a)	7
(a)	(a)	11,331	(a)	(a)	27,081	(a)	(a)	8
(a)	(a)	5,006	343	4,664	6,381	972	5,409	9
221	2,231	4,785	1,316	3,469	4,534	710	3,824	10
160	908	4,473	1,160	3,313	7,188	1,870	5,317	11
(a)	(a)	2,584	1,146	1,438	4,983	2,162	2,821	12
(a)	(a)	5,678	(a)	(a)	8,692	874	7,818	13
-	1,971	10,550	(a)	(a)	18,241	2,450	15,790	14
527	2,619	11,873	3,123	8,750	17,985	3,317	14,668	15
73	2,741	11,289	848	10,441	19,564	1,065	18,499	16
-	725	3,842	-	3,842	8,875	(a)	(a)	17
155	1,639	5,209	433	4,776	10,915	1,401	9,514	18
216	676	2,692	542	2,149	4,810	1,378	3,432	19
428	12,237	29,159	1,431	27,728	59,329	3,771	55,559	20
Saskatchewan			Alberta			British Columbia		
10,688	79,366	103,246	15,761	87,485	136,711	22,405	114,306	21
2,453	6,319	13,250	5,116	8,134	19,374	7,981	11,393	22
1,462	1,194	5,303	(a)	(a)	10,838	(a)	(a)	23
(a)	(a)	5,045	(a)	(a)	5,325	611	4,714	24
-	4,745	9,889	-	9,889	17,171	-	17,171	25
649	137	1,192	931	261	1,208	842	366	26
-	19,864	23,712	-	23,712	32,162	-	32,162	27
(a)	(a)	5,935	(a)	(a)	6,134	(a)	(a)	28
(a)	(a)	1,317	(a)	(a)	1,650	(a)	(a)	29
(a)	(a)	971	209	762	1,149	(a)	(a)	30
146	416	1,739	367	1,372	2,022	507	1,515	31
85	217	456	146	310	1,115	266	848	32
(a)	(a)	2,771	(a)	(a)	1,903	(a)	(a)	33
3,943	3,194	7,137	3,576	3,561	4,558	566	3,993	34
213	1,107	2,745	486	2,259	4,660	1,361	3,298	35
(a)	(a)	3,493	117	3,376	6,045	675	5,370	36
-	213	10	-	10	1,306	(a)	(a)	37
(a)	(a)	1,827	277	1,550	2,794	694	2,100	38
129	293	546	308	238	1,153	445	708	39
1,082	19,703	15,908	1,058	14,850	16,144	1,853	14,291	40

## Percentage Changes in Retail Trade — By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

August 1956 Over August 1955

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES .....	+ 10.2	+ 8.2	+ 12.8	+ 8.4	+ 6.8	+ 12.3	+ 11.7	+ 11.1
Grocery & Combination .....	+ 12.6	+ 10.3	+ 13.5	+ 13.6	+ 12.5	+ 7.8	+ 12.5	+ 9.1
Other Food & Beverage .....	+ 8.8	+ 10.7	+ 8.0	+ 6.0	+ 12.9	+ 10.4	+ 17.4	+ 12.1
General .....	+ 9.0	+ 11.7	+ 11.5	+ 9.3	+ 4.9	+ 5.6	+ 4.4	+ 10.1
Department .....	+ 12.4	+ 8.4	+ 9.9	+ 11.8	+ 13.7	+ 17.2	+ 17.5	+ 13.1
Variety .....	+ 17.1	+ 13.5	+ 16.5	+ 19.8	+ 20.5	+ 14.9	+ 14.3	+ 10.1
Motor Vehicle .....	+ 7.5	+ 3.7	+ 16.1	+ 0.7	- 2.5	+ 16.1	+ 15.4	+ 7.1
Garage & Filling Station .....	+ 4.7	- 1.2	+ 4.1	+ 4.9	+ 3.8	+ 9.3	- 1.3	+ 11.1
Men's Clothing .....	+ 15.8	+ 11.4	+ 16.3	+ 15.7	+ 15.6	- 4.3	+ 19.6	+ 21.1
Family Clothing .....	+ 15.8	+ 17.0	+ 19.2	+ 15.8	+ 4.8	+ 21.4	+ 8.4	+ 7.1
Women's Clothing .....	+ 14.2	+ 19.1	+ 12.4	+ 18.1	+ 10.6	+ 10.4	+ 7.3	+ 10.1
Shoe .....	+ 20.8	+ 7.2	+ 22.2	+ 25.2	+ 23.3	+ 7.5	+ 12.3	+ 15.1
Hardware .....	+ 11.9	+ 12.5	+ 21.1	+ 8.5	+ 2.6	+ 18.3	+ 9.0	+ 5.1
Lumber & Building Material .....	+ 7.8	+ 4.5	+ 17.0	+ 5.7	+ 2.3	+ 6.3	+ 6.3	+ 9.1
Furniture, Appliance & Radio .....	+ 6.2	+ 4.9	+ 11.0	+ 2.8	+ 16.6	+ 5.1	- 1.4	+ 10.1
Restaurant .....	+ 7.4	+ 9.2	+ 3.6	+ 10.1	+ 3.4	+ 7.0	+ 0.9	+ 11.1
Fuel .....	+ 21.5	+ 13.1	+ 28.5	+ 23.3	+ 11.1	- 19.3	- 16.7	+ 9.1
Drug .....	+ 6.3	+ 7.4	+ 10.2	+ 2.6	+ 3.7	+ 5.4	+ 9.3	+ 13.1
Jewellery .....	+ 11.9	+ 7.1	+ 14.9	+ 14.8	+ 1.9	+ 15.3	+ 9.6	+ 2.1
Miscellaneous .....	+ 12.3	+ 8.9	+ 12.0	+ 9.5	+ 5.1	+ 17.5	+ 17.0	+ 20.1



January to August 1956

(in thousands of dollars)

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
TOTAL, ALL TRADES .....	8,831,125	759,128	2,052,948	3,374,942	435,183	520,220	711,137	977,626
Grocery & Combination .....	1,689,105	157,097	483,061	658,056	76,769	65,137	98,347	150,639
Other Food & Beverage .....	602,313	53,056	157,679	242,240	18,471	19,161	37,167	74,541
General .....	357,868	80,577	60,958	69,597	29,926	45,036	37,093	34,684
Department .....	710,200	58,050	126,635	233,742	61,877	36,325	73,440	120,137
Variety .....	154,609	14,572	43,818	69,468	3,756	5,521	8,943	8,533
Motor Vehicle .....	1,779,867	155,655	375,026	650,966	71,748	120,473	164,691	241,314
Garage & Filling Station .....	457,543	33,764	91,674	196,666	16,942	27,791	45,817	44,893
Men's Clothing .....	130,667	7,104	37,074	55,425	4,650	4,120	10,137	12,160
Family Clothing .....	121,186	17,526	42,703	35,515	4,727	6,031	7,113	7,578
Women's Clothing .....	146,102	7,893	39,579	61,001	3,568	4,706	12,753	16,605
Shoe .....	78,941	6,087	21,317	35,040	2,271	2,302	3,781	8,142
Hardware .....	167,654	11,655	36,659	65,744	9,025	15,292	17,438	11,845
Lumber & Building Material .....	314,754	10,468	60,824	112,542	29,502	30,983	37,595	32,845
Furniture, Appliance & Radio .....	346,234	23,577	86,875	152,889	10,796	11,657	26,488	33,952
Restaurant .....	311,292	15,983	75,450	125,654	16,352	19,420	21,999	36,436
Fuel .....	176,864	9,205	45,208	93,154	4,451	3,662	330	20,859
Drug .....	191,525	13,562	39,627	81,225	10,495	11,154	14,188	21,276
Jewellery .....	68,289	5,339	14,161	30,615	3,289	3,698	3,365	7,828
Miscellaneous .....	1,026,112	77,958	214,620	405,403	56,568	87,751	90,452	93,359

(Without Adjustment for Price Changes)

January to August 1956 Over January to August 1955

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES .....	+ 7.8	+ 6.7	+ 9.5	+ 6.1	+ 3.9	+ 7.7	+ 10.7	+ 10.8
Grocery & Combination .....	+ 7.7	+ 4.9	+ 8.9	+ 8.1	+ 7.7	+ 3.0	+ 8.6	+ 6.7
Other Food & Beverage .....	+ 4.2	+ 4.5	+ 4.2	+ 2.2	+ 6.3	+ 3.2	+ 4.8	+ 10.1
General .....	+ 5.4	+ 5.5	+ 8.0	+ 3.8	+ 2.9	+ 5.1	+ 6.0	+ 5.8
Department .....	+ 10.1	+ 9.9	+ 8.2	+ 10.6	+ 4.7	+ 10.8	+ 15.0	+ 11.4
Variety .....	+ 10.9	+ 7.9	+ 9.0	+ 12.0	+ 12.0	+ 10.7	+ 17.8	+ 9.5
Motor Vehicle .....	+ 7.0	+ 9.4	+ 9.7	+ 1.4	- 4.0	+ 11.5	+ 17.3	+ 13.0
Garage & Filling Station .....	+ 5.7	+ 3.9	+ 11.0	+ 3.5	+ 9.5	- 1.1	+ 1.7	+ 14.4
Men's Clothing .....	+ 5.7	+ 3.4	+ 6.0	+ 5.1	+ 8.3	- 0.3	+ 9.5	+ 7.4
Family Clothing .....	+ 7.0	+ 6.6	+ 11.1	+ 3.2	+ 15.4	+ 1.1	+ 2.8	+ 8.8
Women's Clothing .....	+ 6.5	+ 8.2	+ 6.3	+ 8.2	- 1.5	+ 7.1	+ 3.5	+ 4.4
Shoe .....	+ 8.1	+ 2.1	+ 8.2	+ 8.2	+ 6.5	+ 8.1	+ 9.2	+ 12.0
Hardware .....	+ 8.0	+ 6.8	+ 15.0	+ 6.0	+ 8.7	+ 9.2	+ 5.0	+ 3.4
Lumber & Building Material .....	+ 12.7	+ 6.0	+ 16.4	+ 10.9	+ 10.2	+ 7.7	+ 15.1	+ 19.3
Furniture, Appliance & Radio .....	+ 8.8	+ 3.5	+ 15.5	+ 6.8	- 3.0	+ 5.1	+ 7.3	+ 12.7
Restaurant .....	+ 5.1	+ 2.4	+ 4.8	+ 5.7	+ 1.1	+ 7.2	- 0.3	+ 9.0
Fuel .....	+ 17.3	+ 10.7	+ 16.9	+ 21.3	+ 12.7	+ 4.7	+ 8.2	+ 8.1
Drug .....	+ 4.9	+ 6.6	+ 6.5	+ 3.6	+ 2.5	+ 2.4	+ 4.8	+ 8.9
Jewellery .....	+ 6.3	+ 8.4	+ 12.1	+ 3.8	- 2.8	+ 12.5	+ 5.2	+ 6.9
Miscellaneous .....	+ 10.0	+ 8.3	+ 12.4	+ 8.0	+ 4.2	+ 12.4	+ 13.6	+ 13.2

(Without Adjustment for Price Changes)

August 1956 Over July 1956

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES .....	+ 3.4	+ 1.2	+ 2.8	+ 1.5	- 2.5	+ 20.8	+ 5.8	+ 3.7
Grocery & Combination .....	+ 2.7	- 0.8	+ 0.8	+ 6.2	- 4.0	+ 8.2	+ 4.0	- 2.3
Other Food & Beverage .....	+ 9.6	+ 11.0	+ 13.5	+ 9.5	- 0.3	+ 5.7	+ 6.3	+ 6.9
General .....	+ 1.2	- 8.9	+ 16.3	- 2.6	- 4.9	+ 10.6	- 1.5	+ 5.4
Department .....	+ 15.9	+ 12.2	+ 26.5	+ 15.2	+ 5.2	+ 16.3	+ 11.7	+ 17.8
Variety .....	+ 1.8	+ 3.6	+ 5.6	- 0.5	(c)	+ 4.9	- 4.9	+ 3.8
Motor Vehicle .....	- 9.0	- 11.3	- 9.8	- 11.6	- 30.0	+ 3.0	+ 2.5	- 6.0
Garage & Filling Station .....	- 2.1	- 15.2	- 11.9	- 2.6	+ 2.5	+ 66.9	- 6.9	- 11.1
Men's Clothing .....	+ 6.1	- 5.4	+ 28.7	- 3.9	+ 8.7	+ 8.3	+ 9.9	- 4.8
Family Clothing .....	- 2.9	+ 11.3	- 12.7	+ 5.1	- 33.7	- 13.7	+ 3.5	+ 11.6
Women's Clothing .....	- 5.1	+ 4.0	+ 7.8	- 6.2	- 13.9	+ 3.9	- 16.1	- 18.3
Shoe .....	+ 4.3	- 9.3	- 1.2	+ 11.0	+ 14.0	- 15.2	- 2.6	+ 6.6
Hardware .....	- 0.5	- 4.4	+ 2.6	- 10.1	- 20.9	+ 18.9	+ 18.3	+ 16.8
Lumber & Building Material .....	+ 11.5	+ 24.5	+ 8.6	+ 9.0	+ 4.7	+ 27.1	+ 11.5	+ 10.8
Furniture, Appliance & Radio .....	- 4.4	+ 1.2	+ 5.3	- 10.7	+ 32.9	- 29.7	- 0.8	- 6.7
Restaurant .....	+ 10.5	+ 29.3	+ 18.2	+ 3.6	+ 2.5	+ 21.4	+ 1.9	+ 17.5
Fuel .....	+ 17.6	- 19.9	+ 35.0	+ 26.4	+ 99.4	- 43.4	+ 11.1	- 22.1
Drug .....	+ 9.3	+ 3.2	+ 4.0	+ 17.3	+ 10.9	+ 6.8	+ 0.7	+ 1.6
Jewellery .....	+ 30.0	+ 32.5	+ 74.8	+ 24.9	+ 21.8	- 0.9	+ 22.1	+ 2.6
Miscellaneous .....	+ 16.3	+ 29.5	+ 1.9	+ 5.2	+ 24.2	+ 64.9	+ 20.1	+ 31.6

c) Unchanged.

**Department Store Sales and Stocks**  
**August 1955 and August 1956**

These figures are estimates of total department store sales and stocks.  
 Stocks are at selling value.

Department	SALES			STOCKS		
	August 1955	August 1956	Change 1956/55	July 31 1955	July 31 1956	Change 1956/55
	\$'000	\$'000	%	\$'000	\$'000	%
<b>TOTAL, ALL DEPARTMENTS .....</b>	81,282	91,397	+ 12.4	253,588	275,785	+ 8.8
1. Women's and Misses' Dresses.....	2,246	2,493	+ 11.0	3,898	4,380	+ 12.4
2. Women's and Misses' Coats and Suits	1,396	1,650	+ 18.2	4,106	4,390	+ 6.9
3. Women's and Misses' Sportswear.....	2,380	2,915	+ 22.5	6,405	7,247	+ 13.1
4. Furs .....	1,392	1,574	+ 13.1	6,355	5,983	- 5.1
5. Girls' and Infants' Wear .....	3,746	4,501	+ 20.2	11,958	14,583	+ 22.0
6. Lingerie and Corsets .....	2,752	2,983	+ 8.4	8,924	9,598	+ 7.6
7. Aprons, Housedresses and Uniforms....	378	329	- 13.0	989	1,071	+ 8.2
8. Millinery .....	574	793	+ 38.2	886	862	- 2.7
9. Hosiery and Apparel Accessories .....	2,179	2,538	+ 16.5	8,514	9,200	+ 8.1
10. Women's, Misses' and Children's Shoes	2,918	3,327	+ 14.0	13,328	13,871	+ 4.1
<b>Ladies' Apparel and Accessories.</b>						
<b>Total 1 - 10 .....</b>	19,961	23,103	+ 15.7	65,363	71,185	+ 8.9
11. Men's Clothing .....	1,565	1,813	+ 15.8	8,647	8,814	+ 1.9
12. Men's Furnishings .....	2,563	2,941	+ 14.7	12,375	13,518	+ 9.2
13. Boys' Clothing and Furnishings .....	1,888	2,284	+ 21.0	7,476	7,910	+ 5.8
14. Men's and Boys' Shoes .....	1,128	1,307	+ 15.9	4,827	5,315	+ 10.1
15. Food and Kindred Products.....	4,964	5,563	+ 12.1	4,662	4,510	- 3.3
16. Toiletries, Cosmetics and Drugs .....	1,885	2,101	+ 11.5	5,725	6,235	+ 8.9
17. Photographic Equipment and Supplies..	369	400	+ 8.4	1,013	1,098	+ 8.4
18. Piece Goods .....	1,703	1,871	+ 9.9	8,650	8,588	- 0.7
19. Linens and Domestic Goods .....	2,808	3,220	+ 14.7	8,347	9,295	+ 11.4
20. Smallwares .....	1,254	1,321	+ 5.3	5,374	5,213	- 3.0
21. China and Glassware .....	1,213	1,327	+ 9.4	8,392	9,246	+ 10.2
22. Home Furnishings .....	5,430	6,086	+ 12.1	23,772	25,238	+ 6.2
23. Furniture .....	6,991	7,934	+ 13.5	14,863	15,634	+ 5.2
24. Major Appliances .....	5,785	6,305	+ 9.0	12,562	15,049	+ 19.8
25. Radio and Music .....	2,984	2,816	- 5.6	6,367	7,226	+ 13.5
26. Hardware and Housewares .....	6,206	7,053	+ 13.6	18,946	21,246	+ 12.1
27. Jewellery .....	1,744	1,465	- 16.0	7,427	7,523	+ 1.3
28. Sporting Goods and Luggage .....	2,778	3,060	+ 10.2	12,660	14,625	+ 15.5
29. Stationery, Books and Magazines.....	1,490	1,848	+ 24.0	4,627	5,299	+ 14.5
30. All Other Departments .....	6,573	7,579	+ 15.3	11,513	13,018	+ 13.1

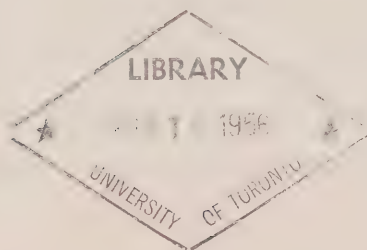




CANADA

# RETAIL TRADE

SEPTEMBER, 1956



*Published by Authority of*

The Right Honourable C. D. Howe, Minister of Trade and Commerce

**DOMINION BUREAU OF STATISTICS**

**Industry and Merchandising Division**

**Merchandising and Services Section**

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## RETAIL TRADE

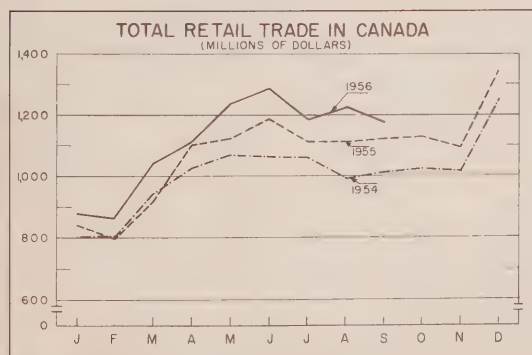
Estimated retail sales in September amounted to \$1,175,315,000 or 4.8% above a year ago to bring the first nine months of 1956 in excess of ten billion dollars, a gain of 7.4% over the same period of 1955. These and other estimates contained in this bulletin are not adjusted for seasonal variations, price changes or number of shopping days.

### Total Retail Trade in Canada

<u>Period</u>	<u>1955</u> \$ '000	<u>1956</u> \$ '000	<u>% Change</u> <u>1956/1955</u>
First Half .....	5,968,722	6,420,208	+ 7.6
July .....	1,112,308	1,185,437	+ 6.6
August .....	1,112,250	1,225,480	+ 10.2
September .....	<u>1,121,791</u>	<u>1,175,315</u>	<u>+ 4.8</u>
Total .....	9,315,071	10,006,440	+ 7.4

All provinces shared in the increase for the first three quarters of 1956 which brought the total sales to \$10,006,440,000. British Columbia and Alberta showed a 10% gain while the increases in the other provinces ranged downward to 3.4% for Manitoba. For the month of September the same relative position held, with all provinces sharing in the general increase within the range of 0.2% for Manitoba to 8.7% for British Columbia.

All kind of business classifications except lumber and building materials recorded greater dollar volume of sales in September 1956 than 1955. Fuel dealers reported the greatest gain (21.0%), the clothing trades showed considerable improvement over sales a year ago, and grocery and combination stores and variety stores



had gains of 7.8% and 7.4% respectively. During the first nine months of this year, all trades showed sales increases with lumber dealers, which had lower sales for the current month, experiencing a gain of 10.3%, second only to the fuel dealers' increase of

17.7% and variety stores' gain of 10.4%.

Department store sales for September, at \$106,346,000 were 4.0% above 1955 and revealed gains in almost all departments. This September gain was less than the accumulated increase of the first eight months (10.1%), resulting in a 9.3% increase for the first three quarters of the year. Stocks on hand at August 31, 1956 at an estimated \$292,275,000 were 5.1% above the level of inventory holdings at the same date a year earlier.

Percentage Changes in Selected Retail Trades

January to September 1956 over January to September 1955

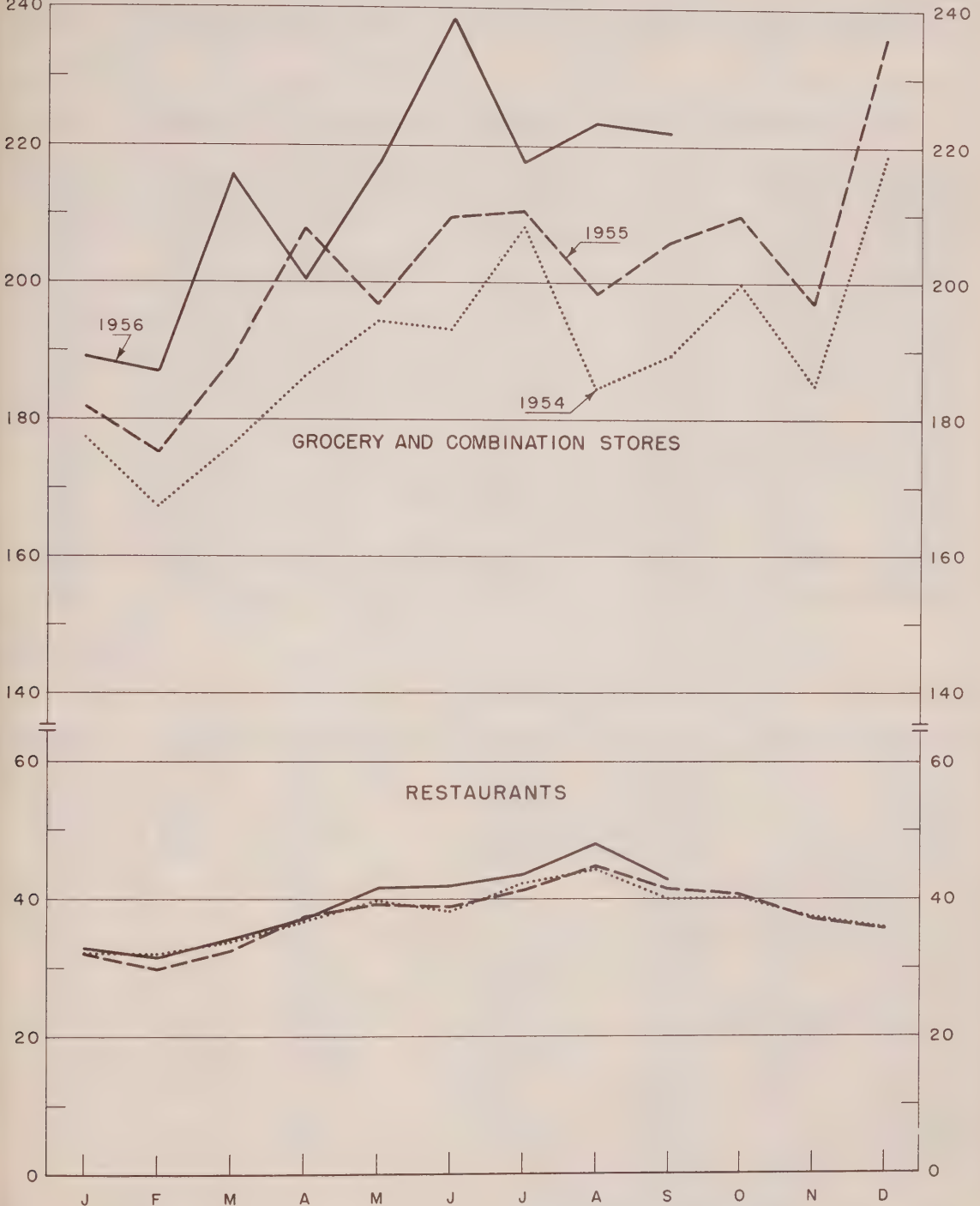
Chains and Independents

	<u>Canada</u>		
	<u>All Stores</u>	<u>Chains</u>	<u>Independents</u>
Grocery and Combination .....	+ 7.7	+ 12.2	+ 4.8
Family Clothing .....	+ 7.4	+ 5.7	+ 7.7
Women's Clothing .....	+ 6.7	+ 6.4	+ 6.8
Shoe .....	+ 7.9	+ 9.7	+ 6.7
Lumber and Building Material .....	+ 10.3	+ 14.4	+ 9.4
Furniture, Appliance and Radio ....	+ 7.9	+ 8.2	+ 7.8
Restaurant .....	+ 4.9	+ 1.6	+ 5.1
Drug .....	+ 4.8	+ 6.2	+ 4.6
Jewellery .....	+ 5.7	+ 6.3	+ 5.4

# MONTHLY SALES FOOD TRADES

MILLION  
DOLLARS  
240

MILLION  
DOLLARS  
240



September, 1956

(in thousands of dollars)

	KIND OF BUSINESS OR STORE	All Stores	Chain	Independent	All Stores
		Canada			Atlantic
1	TOTAL, ALL TRADES .....	1,175,315	212,681	962,634	95,701
2	Grocery & Combination .....	221,962	90,648	131,313	20,597
3	Other Food & Beverage .....	83,194	41,813	41,382	7,170
4	General .....	48,680	2,567	46,113	10,470
5	Department .....	106,346	-	106,346	7,614
6	Variety .....	22,175	18,414	3,761	2,313
7	Motor Vehicle .....	198,150	1,989	196,161	14,497
8	Garage & Filling Station .....	61,666	488	61,178	5,825
9	Men's Clothing .....	17,399	1,941	15,458	1,002
10	Family Clothing .....	17,580	3,153	14,427	2,662
11	Women's Clothing .....	19,951	5,071	14,880	866
12	Shoe .....	12,119	4,766	7,353	969
13	Hardware .....	24,548	1,815	22,733	2,016
14	Lumber & Building Material .....	46,282	10,566	35,717	1,643
15	Furniture, Appliance & Radio .....	46,838	9,469	37,368	2,614
16	Restaurant .....	42,858	2,998	39,860	1,765
17	Fuel .....	26,074	358	25,716	1,317
18	Drug .....	24,743	3,080	21,664	1,728
19	Jewellery .....	9,419	3,241	6,178	797
20	Miscellaneous .....	145,331	10,304	135,026	9,836
		Manitoba			Saskatchewan
21	TOTAL, ALL TRADES .....	61,362	8,705	52,657	74,172
22	Grocery & Combination .....	10,378	3,868	6,510	8,693
23	Other Food & Beverage .....	2,468	1,578	890	2,681
24	General .....	4,165	(a)	(a)	6,627
25	Department .....	8,700	-	8,700	4,888
26	Variety .....	513	489	24	722
27	Motor Vehicle .....	8,774	-	8,774	15,424
28	Garage & Filling Station .....	2,637	(a)	(a)	5,743
29	Men's Clothing .....	721	41	680	627
30	Family Clothing .....	723	(a)	(a)	595
31	Women's Clothing .....	542	177	366	568
32	Shoe .....	333	78	255	322
33	Hardware .....	1,486	(a)	(a)	2,557
34	Lumber & Building Material .....	5,297	1,029	4,268	5,760
35	Furniture, Appliance & Radio .....	1,905	78	1,828	1,465
36	Restaurant .....	2,162	192	1,970	2,238
37	Fuel .....	676	-	676	692
38	Drug .....	1,298	(a)	(a)	1,702
39	Jewellery .....	427	(a)	(a)	494
40	Miscellaneous .....	8,157	661	7,496	12,374

(a) Indicates figures withheld to avoid disclosing individual operations, but are included in the totals. Any slight differences between the totals and their components are due to the rounding of the figures.



September, 1956

(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent	No.
Provinces			Quebec			Ontario		
14,594	81,107	271,886	44,329	227,557	440,958	98,170	342,788	1
3,747	16,850	61,738	19,277	42,461	88,045	47,999	40,045	2
4,306	2,864	22,174	7,237	14,937	33,596	18,714	14,882	3
697	9,773	8,258	504	7,753	9,220	368	8,852	4
-	7,614	20,264	-	20,264	35,261	-	35,261	5
2,022	291	6,182	4,907	1,274	10,023	8,612	1,411	6
1,765	12,732	41,227	-	41,227	66,325	(a)	(a)	7
(a)	(a)	11,534	(a)	(a)	24,935	(a)	(a)	8
(a)	(a)	3,973	417	3,556	7,666	1,236	6,430	9
182	2,480	5,985	1,665	4,321	5,621	945	4,676	10
164	702	4,889	1,262	3,627	9,116	2,301	6,816	11
(a)	(a)	3,244	1,233	2,011	5,440	2,700	2,740	12
(a)	(a)	5,477	(a)	(a)	8,416	814	7,602	13
-	1,643	7,612	(a)	(a)	16,086	2,149	13,937	14
418	2,197	12,144	3,489	8,655	20,489	3,497	16,991	15
60	1,705	11,429	790	10,639	16,900	1,175	15,725	16
-	1,317	7,108	-	7,108	14,459	(a)	(a)	17
141	1,587	4,757	434	4,323	10,577	1,406	9,171	18
200	598	2,264	598	1,665	3,792	1,477	2,316	19
365	9,471	31,627	1,470	30,157	54,991	4,187	50,805	20
Saskatchewan			Alberta			British Columbia		
9,584	64,588	99,863	15,410	84,453	131,378	21,893	109,485	21
2,421	6,272	13,829	5,279	8,551	18,681	8,057	10,625	22
1,382	1,299	5,051	(a)	(a)	10,055	(a)	(a)	23
(a)	(a)	5,145	(a)	(a)	4,796	582	4,214	24
-	4,888	10,643	-	10,643	18,976	-	18,976	25
597	126	1,191	930	261	1,231	857	373	26
-	15,424	22,319	-	22,319	29,584	-	29,584	27
(a)	(a)	4,581	(a)	(a)	6,411	(a)	(a)	28
(a)	(a)	1,419	(a)	(a)	1,992	(a)	(a)	29
(a)	(a)	1,008	203	805	987	(a)	(a)	30
166	402	1,889	383	1,507	2,080	619	1,462	31
85	238	483	197	286	1,329	272	1,057	32
(a)	(a)	2,626	(a)	(a)	1,970	(a)	(a)	33
3,222	2,538	6,013	3,235	2,778	3,871	518	3,353	34
216	1,249	3,640	335	3,305	4,582	1,437	3,145	35
(a)	(a)	3,197	117	3,080	5,168	628	4,540	36
-	692	26	-	26	1,797	(a)	(a)	37
(a)	(a)	1,897	272	1,625	2,784	672	2,112	38
130	364	459	276	183	1,186	420	766	39
859	11,515	14,447	1,040	13,407	13,898	1,724	12,173	40

## Percentage Changes in Retail Trade — By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

September 1956 Over September 1955

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES .....	+ 4.8	+ 3.4	+ 6.4	+ 3.4	+ 0.2	+ 3.0	+ 7.3	+ 8.7
Grocery & Combination .....	+ 7.8	+ 3.3	+ 8.7	+ 8.9	+ 6.0	- 0.2	+12.1	+ 7.1
Other Food & Beverage .....	+ 4.4	+ 1.9	+ 8.7	+ 2.7	+ 1.3	+ 3.7	+ 6.9	+ 2.4
General .....	+ 4.0	+ 7.4	- 0.1	+ 4.1	+ 5.8	+ 2.5	+ 2.4	+ 6.1
Department .....	+ 4.0	- 0.3	+ 4.6	+ 5.6	- 6.8	- 0.5	- 0.1	+11.8
Variety .....	+ 7.4	+ 9.4	+ 2.4	+10.1	+10.1	+ 2.4	+ 7.8	+ 9.9
Motor Vehicle .....	+ 1.6	+ 2.7	+ 2.2	- 5.5	- 8.3	+ 5.1	+14.8	+10.9
Garage & Filling Station .....	+ 3.3	+ 5.8	+ 6.6	+ 2.5	+ 0.7	- 3.4	- 1.3	+10.2
Men's Clothing .....	+10.7	+ 9.5	+12.5	+10.5	+ 5.1	- 5.3	+14.6	+13.8
Family Clothing .....	+ 9.6	+ 8.5	+14.7	+ 6.5	+23.6	- 4.0	+ 1.0	+11.4
Women's Clothing .....	+ 8.3	- 1.7	+ 6.7	+14.0	+ 5.9	+ 6.8	+ 1.3	+ 1.5
Shoe .....	+ 6.7	- 0.6	+ 4.7	+ 7.7	+12.5	+ 5.2	+ 4.5	+13.6
Hardware .....	+ 2.2	+ 9.1	+ 2.2	- 2.5	+ 2.3	+ 9.3	+ 7.0	+ 2.0
Lumber & Building Material .....	- 3.4	+ 3.2	- 5.5	- 3.4	- 8.4	- 1.5	- 0.3	- 1.4
Furniture, Appliance & Radio .....	+ 1.6	- 5.5	+ 8.0	- 2.4	+ 0.7	- 7.6	+13.3	+ 3.8
Restaurant .....	+ 3.4	+ 0.7	+ 6.3	+ 1.8	- 2.7	- 1.9	- 2.5	+13.3
Fuel .....	+21.0	+ 4.2	+30.6	+24.0	+17.2	+ 4.5	+36.8	- 6.7
Drug .....	+ 3.7	+ 4.8	+ 2.4	+ 1.9	+ 0.9	+ 7.2	+ 5.9	+10.0
Jewellery .....	+ 1.4	+ 0.4	+ 8.5	- 3.1	+ 0.5	- 2.4	+ 2.0	+ 6.7
Miscellaneous .....	+ 6.8	+ 3.1	+ 7.7	+ 3.6	+10.2	+12.0	+ 8.2	+13.4

Estimated Retail Trade — By Provinces and Kinds of Business

January to September 1956

(in thousands of dollars)

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
TOTAL, ALL TRADES .....	10,006,440	854,829	2,324,834	3,815,898	496,545	594,388	811,000	1,109,004
Grocery & Combination .....	1,911,067	177,694	544,799	746,101	87,147	73,830	112,176	169,320
Other Food & Beverage .....	685,507	60,226	179,853	275,836	20,939	21,842	42,218	84,596
General .....	406,548	91,047	69,216	78,817	34,091	51,663	42,238	39,480
Department .....	816,546	65,664	146,899	269,001	70,577	41,209	84,083	139,113
Variety .....	176,784	16,885	50,000	79,491	4,269	6,243	10,134	9,764
Motor Vehicle .....	1,978,017	170,152	416,253	717,291	80,522	135,897	187,010	270,898
Garage & Filling Station .....	519,209	39,589	103,208	221,601	19,579	33,534	50,398	51,304
Men's Clothing .....	148,066	8,106	41,047	63,091	5,371	4,747	11,556	14,152
Family Clothing .....	138,766	20,188	48,688	41,136	5,450	6,626	8,121	8,565
Women's Clothing .....	166,053	8,759	44,468	70,117	4,110	5,274	14,642	18,685
Shoe .....	91,060	7,056	24,561	40,480	2,604	2,624	4,264	9,471
Hardware .....	192,202	13,671	42,136	74,160	10,511	17,849	20,064	13,815
Lumber & Building Material .....	361,036	12,111	68,436	128,628	34,799	36,743	43,608	36,716
Furniture, Appliance & Radio .....	393,072	26,191	99,019	173,378	12,701	13,122	30,128	38,534
Restaurant .....	354,150	17,748	86,879	142,554	18,514	21,658	25,196	41,604
Fuel .....	202,938	10,522	52,316	107,613	5,127	4,354	356	22,656
Drug .....	216,268	15,290	44,384	91,802	11,793	12,856	16,085	24,060
Jewellery .....	77,708	6,136	16,425	34,407	3,716	4,192	3,824	9,014
Miscellaneous .....	1,171,443	87,794	246,247	460,394	64,725	100,125	104,899	107,257

## Percentage Changes in Retail Trade — By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

January to September 1956 Over January to September 1955

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES .....	+ 7.4	+ 6.3	+ 9.2	+ 5.8	+ 3.4	+ 7.1	+10.2	+10.5
Grocery & Combination .....	+ 7.7	+ 4.7	+ 8.9	+ 8.1	+ 7.5	+ 2.6	+ 9.0	+ 6.8
Other Food & Beverage .....	+ 4.2	+ 4.2	+ 4.8	+ 2.3	+ 5.7	+ 3.2	+ 5.0	+ 9.1
General .....	+ 5.2	+ 5.8	+ 7.0	+ 3.8	+ 3.2	+ 4.7	+ 5.5	+ 5.9
Department .....	+ 9.3	+ 8.6	+ 7.7	+ 9.9	+ 3.1	+ 9.3	+12.8	+11.5
Variety .....	+10.4	+ 8.1	+ 8.2	+11.8	+11.7	+ 9.7	+16.5	+ 9.5
Motor Vehicle .....	+ 6.5	+ 8.8	+ 8.9	+ 0.7	- 4.5	+10.7	+17.0	+12.8
Garage & Filling Station .....	+ 5.4	+ 4.1	+10.5	+ 3.4	+ 8.3	- 1.5	+ 1.5	+13.8
Men's Clothing .....	+ 6.3	+ 4.2	+ 6.6	+ 5.7	+ 7.9	- 1.0	+10.1	+ 8.2
Family Clothing .....	+ 7.4	+ 6.8	+11.5	+ 3.7	+16.4	+ 0.6	+ 2.6	+ 9.1
Women's Clothing .....	+ 6.7	+ 7.1	+ 6.3	+ 8.9	- 0.6	+ 7.1	+ 3.2	+ 4.1
Shoe .....	+ 7.9	+ 1.8	+ 7.7	+ 8.1	+ 7.2	+ 7.7	+ 8.7	+12.2
Hardware .....	+ 7.2	+ 7.1	+13.1	+ 4.9	+ 7.8	+ 9.2	+ 5.2	+ 3.2
Lumber & Building Material .....	+10.3	+ 5.7	+13.5	+ 8.9	+ 6.9	+ 6.1	+12.7	+16.7
Furniture, Appliance & Radio .....	+ 7.9	+ 2.5	+14.5	+ 5.6	- 2.5	+ 3.5	+ 8.0	+11.6
Restaurant .....	+ 4.9	+ 2.3	+ 5.0	+ 5.2	+ 0.6	+ 6.2	- 0.6	+ 9.6
Fuel .....	+17.7	+ 9.8	+18.6	+21.7	+13.3	+ 4.6	+ 9.9	+ 6.8
Drug .....	+ 4.8	+ 6.4	+ 6.1	+ 3.4	+ 2.3	+ 3.0	+ 4.9	+ 9.0
Jewellery .....	+ 5.7	+ 7.3	+11.6	+ 3.0	- 2.4	+10.5	+ 4.8	+ 6.9
Miscellaneous .....	+ 9.6	+ 7.7	+11.8	+ 7.5	+ 4.9	+12.3	+12.8	+13.2



(Without Adjustment for Price Changes)

September 1956 Over August 1956

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES .....	- 4.1	- 8.7	- 2.6	- 2.1	+ 0.7	-17.6	- 3.3	- 3.9
Grocery & Combination .....	- 0.6	+ 1.5	- 2.8	- 0.2	+ 4.1	- 0.9	+ 4.4	- 3.6
Other Food & Beverage .....	- 4.3	-16.8	+ 2.1	- 4.0	-10.5	+ 0.9	- 4.8	- 7.2
General .....	- 7.6	- 2.8	-14.1	-14.5	- 3.3	- 3.0	+ 2.0	- 9.9
Department .....	+16.4	+ 3.6	+27.6	+23.9	+10.0	+ 3.0	+ 7.6	+10.5
Variety .....	+ 5.2	+ 7.8	+ 3.7	+ 7.9	+ 2.8	- 8.3	- 0.1	+ 1.9
Motor Vehicle .....	-16.8	-25.6	-23.5	-17.4	- 0.2	-22.4	- 5.9	- 8.0
Garage & Filling Station .....	- 5.8	+13.5	+ 1.8	- 7.9	+ 0.2	-20.6	-22.8	+ 4.5
Men's Clothing .....	+ 4.2	+14.1	-20.6	+20.1	-27.9	+33.1	+ 7.7	+20.7
Family Clothing .....	+15.1	+ 8.6	+25.1	+24.0	+57.2	-35.5	+ 3.8	-14.1
Women's Clothing .....	+14.2	-18.9	+ 9.3	+26.8	+30.3	+ 1.2	+ 8.6	+ 2.9
Shoe .....	+15.7	+35.5	+25.5	+ 9.2	+ 4.7	+ 6.6	+ 5.9	+19.2
Hardware .....	- 1.4	+ 4.5	- 3.5	- 3.2	+17.6	- 4.2	+ 5.2	+ 3.5
Lumber & Building Material .....	-15.5	-16.6	-27.8	-11.8	+ 1.8	-19.3	-15.7	-15.1
Furniture, Appliance & Radio .....	+ 7.7	-16.9	+ 2.3	+13.9	+ 8.1	+11.0	+32.6	- 1.7
Restaurant .....	-11.0	-37.3	+ 1.2	-13.6	+ 3.2	-21.4	- 8.5	-14.5
Fuel .....	+70.6	+81.7	+85.0	+62.9	+117.4	+224.9	+160.0	+37.6
Drug .....	- 2.8	- 3.7	- 8.7	- 3.1	- 7.3	+12.7	+ 3.8	- 0.4
Jewellery .....	-14.7	-10.7	-15.9	-21.2	-19.6	+17.1	-15.9	+ 2.9
Miscellaneous .....	-11.0	-22.3	+ 8.5	- 7.3	-12.6	-40.5	- 9.2	-13.9



## Department Store Sales and Stocks

September 1955 and September 1956

These figures are estimates of total department store sales and stocks.  
Stocks are at selling value.

Department	SALES			STOCKS		
	Sept. 1955	Sept. 1956	Change 1956/55	Aug. 31 1955	Aug. 31 1956	Change 1956/55
	\$'000	\$'000	%	\$'000	\$'000	%
<b>TOTAL, ALL DEPARTMENTS .....</b>	<b>102,275</b>	<b>106,346</b>	<b>+ 4.0</b>	<b>278,050</b>	<b>292,275</b>	<b>+ 5.1</b>
1. Women's and Misses' Dresses.....	2,896	2,898	+ 0.1	4,938	5,187	+ 5.0
2. Women's and Misses' Coats and Suits	3,316	3,746	+ 13.0	6,306	6,140	- 2.6
3. Women's and Misses' Sportswear.....	3,409	3,782	+ 10.9	7,433	7,801	+ 5.0
4. Furs .....	1,517	1,588	+ 4.7	7,840	6,683	- 14.8
5. Girls' and Infants' Wear .....	6,397	6,814	+ 6.5	14,118	15,860	+ 12.3
6. Lingerie and Corsets .....	3,259	3,417	+ 4.8	9,642	10,151	+ 5.3
7. Aprons, Housedresses and Uniforms....	386	345	- 10.6	974	930	- 4.5
8. Millinery .....	1,423	1,646	+ 15.7	1,250	1,141	- 8.7
9. Hosiery and Apparel Accessories .....	3,687	3,832	+ 3.9	9,864	10,086	+ 2.3
10. Women's, Misses' and Children's Shoes	4,381	4,399	+ 0.4	14,931	14,921	- 0.1
<b>Ladies' Apparel and Accessories.</b>						
<b>Total 1 - 10 .....</b>	<b>30,671</b>	<b>32,467</b>	<b>+ 5.9</b>	<b>77,296</b>	<b>78,900</b>	<b>+ 2.1</b>
11. Men's Clothing .....	3,123	3,408	+ 9.1	9,773	9,425	- 3.6
12. Men's Furnishings .....	4,053	4,404	+ 8.7	14,409	14,951	+ 3.8
13. Boys' Clothing and Furnishings .....	3,023	3,230	+ 6.8	8,746	8,620	- 1.4
14. Men's and Boys' Shoes .....	1,557	1,603	+ 3.0	5,532	5,622	+ 1.6
15. Food and Kindred Products.....	5,632	5,505	- 2.3	5,175	4,642	- 10.3
16. Toiletries, Cosmetics and Drugs .....	2,101	2,155	+ 2.6	6,064	6,427	+ 6.0
17. Photographic Equipment and Supplies..	318	371	+ 16.7	1,061	1,122	+ 5.7
18. Piece Goods .....	2,415	2,511	+ 4.0	9,598	9,445	- 1.6
19. Linens and Domestic .....	3,209	3,305	+ 3.0	8,888	9,074	+ 2.1
20. Smallwares .....	1,628	1,618	- 0.6	5,780	5,471	- 5.3
21. China and Glassware .....	1,215	1,240	+ 2.1	8,793	9,494	+ 8.0
22. Home Furnishings .....	6,084	6,557	+ 7.8	24,840	26,048	+ 4.9
23. Furniture .....	6,456	6,738	+ 4.4	14,082	15,155	+ 7.6
24. Major Appliances .....	6,244	6,609	+ 5.8	12,629	15,209	+ 20.4
25. Radio and Music .....	3,972	3,307	- 16.7	6,330	7,276	+ 14.9
26. Hardware and Housewares .....	6,414	6,554	+ 2.2	18,992	21,348	+ 12.4
27. Jewellery .....	1,539	1,629	+ 5.8	7,855	7,891	+ 0.5
28. Sporting Goods and Luggage .....	2,871	2,969	+ 3.4	14,366	16,550	+ 15.2
29. Stationery, Books and Magazines .....	1,976	2,050	+ 3.7	5,038	5,475	+ 8.7
30. All Other Departments .....	7,774	8,116	+ 4.4	12,803	14,130	+ 10.4

# DEPARTMENT STORE SALES BY SELECTED DEPARTMENTS

11

January to September 1955 and January to September 1956

Department	SALES		
	January to September 1955	January to September 1956	Change 1956/1955
	\$'000	\$'000	\$'000
<b>TOTAL, ALL DEPARTMENTS .....</b>	<b>747,035</b>	<b>816,546</b>	<b>+ 9.3</b>
1. Women's and Misses' Dresses .....	25,553	25,967	+ 1.6
2. Women's and Misses' Coats and Suits ....	19,108	20,416	+ 6.8
3. Women's and Misses' Sportswear .....	21,079	23,318	+ 10.6
4. Furs .....	8,115	8,124	+ 0.1
5. Girls' and Infants' Wear .....	34,099	37,664	+ 10.5
6. Lingerie and Corsets .....	28,407	30,346	+ 6.8
7. Aprons, Housedresses and Uniforms .....	4,214	4,293	+ 1.9
8. Millinery .....	6,972	7,820	+ 12.2
9. Hosiery and Apparel Accessories .....	24,527	26,270	+ 7.1
10. Women's, Misses' and Children's Shoes .....	29,813	31,601	+ 6.0
<b>Ladies' Apparel and Accessories</b>			
<b>Total 1 - 10 .....</b>	<b>201,887</b>	<b>215,819</b>	<b>+ 6.9</b>
11. Men's Clothing .....	22,226	24,035	+ 8.1
12. Men's Furnishings .....	27,471	30,160	+ 9.8
13. Boys' Clothing and Furnishings .....	17,093	18,476	+ 8.1
14. Men's and Boys' Shoes .....	10,967	11,641	+ 6.1
15. Food and Kindred Products .....	47,667	51,534	+ 8.1
16. Toiletries, Cosmetics and Drugs .....	18,161	19,672	+ 8.3
17. Photographic Equipment and Supplies ....	2,546	2,853	+ 12.1
18. Piece Goods .....	18,331	20,530	+ 12.0
19. Linens and Domestics .....	24,213	26,363	+ 8.9
20. Smallwares .....	13,324	13,249	- 0.6
21. China and Glassware .....	8,671	9,450	+ 9.0
22. Home Furnishings .....	49,496	55,960	+ 13.1
23. Furniture .....	52,839	60,226	+ 14.0
24. Major Appliances .....	44,398	50,788	+ 14.4
25. Radio and Music .....	22,047	20,981	- 4.8
26. Hardware and Housewares .....	54,269	61,580	+ 13.5
27. Jewellery .....	11,980	12,259	+ 2.3
28. Sporting Goods and Luggage .....	24,686	27,725	+ 12.3
29. Stationery, Books and Magazines .....	11,745	13,356	+ 13.7
30. All Other Departments .....	63,018	69,889	+ 10.9

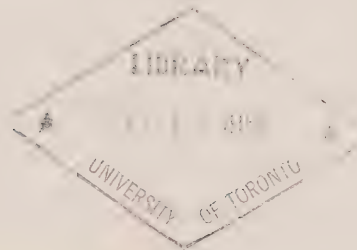




CANADA

# RETAIL TRADE

OCTOBER, 1956



*Published by Authority of*

The Right Honourable C. D. Howe, Minister of Trade and Commerce

**DOMINION BUREAU OF STATISTICS**

Industry and Merchandising Division

Merchandising and Services Section





## RETAIL TRADE

An increase of 6.4% in retail sales during October 1956 brought the total for the first ten months to an estimated \$11,416,798,000 or a gain of 7.3% over the same period of 1955. The October total amounted to \$1,209,718,000 compared with \$1,137,026,000 for October a year ago. These and other estimates contained in this bulletin are not adjusted for seasonal variations, price changes or number of shopping days.

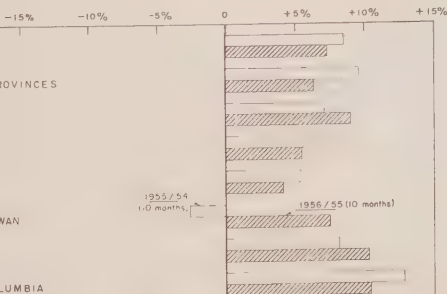
### Total Retail Trade in Canada

<u>Period</u>	<u>1955</u> \$'000	<u>1956</u> \$'000	<u>% Change</u> <u>1956/1955</u>
First Half .....	6,147,021	6,616,972	+ 7.6
July .....	1,112,753	1,185,113	+ 6.5
August .....	1,107,287	1,218,656	+ 10.1
September .....	1,132,512	1,186,339	+ 4.8
October .....	<u>1,137,026</u>	<u>1,209,718</u>	<u>+ 6.4</u>
Total .....	10,636,599	11,416,798	+ 7.3

All provinces recorded increased sales for both the month and for the first ten months of this year. For October the increases ranged from 3.4% in Ontario to 14.2% in Saskatchewan. For the first ten months, the greatest gains were made in British Columbia and Alberta with the smallest sales increase, 4.1%, occurring in Manitoba.

All trades except shoe stores showed greater dollar sales in October 1956 than in 1955; the decline in shoe store sales was very slight. Most significant gains in the month occurred in women's clothing stores the miscellaneous group and

PER CENT CHANGES IN RETAIL TRADE  
BY PROVINCES



fuel dealers. A review of year-to-date sales estimates showed greater sales in all provinces and in all trades on a Canada basis. The only reverses in the trade-area detail were under motor vehicle dealers and jewellery stores in Manitoba and

restaurants in Alberta. In these three cases, the declines in sales were nominal.

Department store sales in October were up in all except one department, to total \$115,721,000. The 7.8% gain in sales was accompanied by a 6.8% gain in inventory holdings. Nine of the 30 departments had less inventory at September 30, 1956 than at the same date of 1955. Total inventories amounted to \$285,170,000 compared with \$267,132,000 a year earlier.

Estimates for both the month of October and the ten month total in this bulletin are based on final figures for 1955. These final 1955 figures revised for new stores, stores going out of business and other changes have recently been released in the annual report "Retail Trade 1955". Cumulated sales by trades and provinces for 1956 to date, revised on final 1955 data, appear on page 7. Complete detail of revised 1956 sales by months will be included in the December report of this series.

### Percentage Changes in Selected Retail Trades

January to October 1956 over January to October 1955

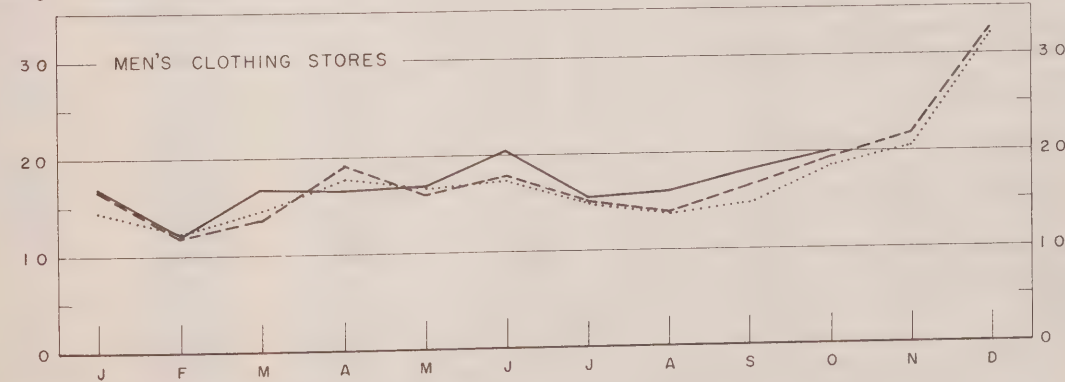
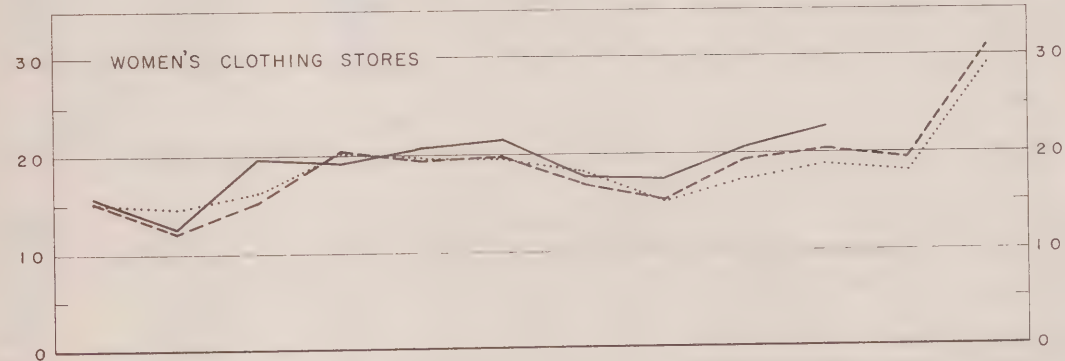
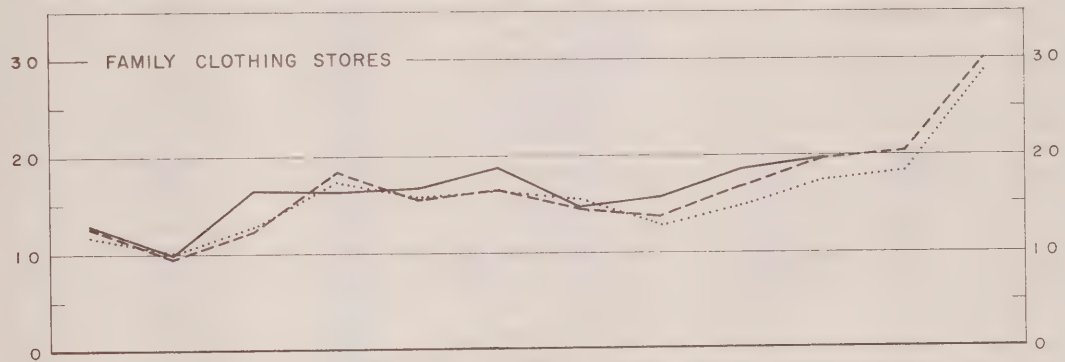
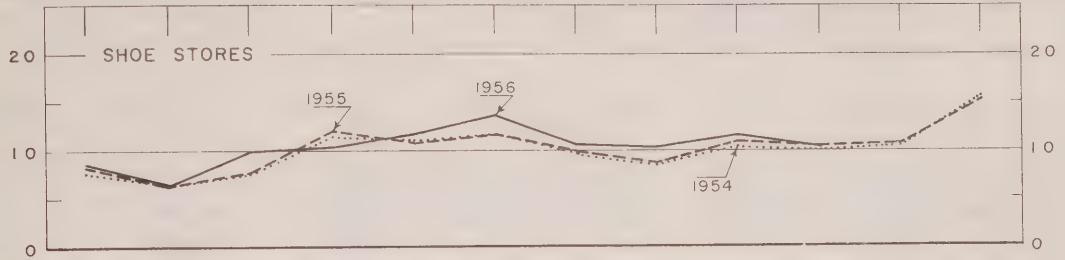
#### Chains and Independents

	<u>Canada</u>		
	<u>All Stores</u>	<u>Chains</u>	<u>Independents</u>
Grocery and Combination .....	+ 7.5	+ 11.7	+ 4.8
Family Clothing .....	+ 6.5	+ 4.1	+ 6.9
Women's Clothing .....	+ 7.3	+ 9.2	+ 7.7
Shoe .....	+ 6.9	+ 8.7	+ 5.8
Lumber and Building Material .....	+ 10.0	+ 12.5	+ 9.4
Furniture, Appliance and Radio ....	+ 7.4	+ 4.6	+ 8.2
Restaurant .....	+ 4.7	+ 1.9	+ 4.9
Drug .....	+ 5.0	+ 6.4	+ 4.8
Jewellery .....	+ 5.0	+ 5.5	+ 4.7

# MONTHLY SALES APPAREL STORES

MILLION  
DOLLARS

MILLION  
DOLLARS



## Estimated Retail Trade — Chain and Independent — By Provinces and Kinds of Business

October, 1956

(in thousands of dollars).

	KIND OF BUSINESS OR STORE	All Stores	Chain	Independent	All Stores
		Canada			Atlantic
1	TOTAL, ALL TRADES .....	1,209,718	219,334	990,384	101,210
2	Grocery & Combination .....	220,846	90,555	130,291	20,889
3	Other Food & Beverage .....	83,421	42,565	40,856	7,751
4	General .....	50,794	3,307	47,487	10,529
5	Department .....	115,721	-	115,721	9,135
6	Variety .....	22,625	18,608	4,017	2,291
7	Motor Vehicle.....	186,554	1,754	184,801	15,503
8	Garage & Filling Station .....	67,533	292	67,241	4,809
9	Men's Clothing .....	20,006	2,438	17,568	944
10	Family Clothing .....	19,755	3,142	16,613	2,761
11	Women's Clothing.....	22,730	5,354	17,376	1,407
12	Shoe .....	10,379	4,067	6,312	785
13	Hardware .....	25,942	2,073	23,869	2,235
14	Lumber & Building Material .....	50,756	11,351	39,405	1,918
15	Furniture, Appliance & Radio .....	54,919	12,091	42,828	3,540
16	Restaurant .....	42,584	2,975	39,609	1,787
17	Fuel .....	24,646	282	24,364	2,201
18	Drug .....	27,324	3,440	23,884	1,961
19	Jewellery .....	9,817	3,480	6,337	695
20	Miscellaneous .....	153,366	11,560	141,805	10,069
		Manitoba			Saskatchewan
21	TOTAL, ALL TRADES .....	64,039	9,189	54,850	78,798
22	Grocery & Combination.....	9,944	3,729	6,216	8,933
23	Other Food & Beverage.....	2,984	1,781	1,203	3,113
24	General .....	4,196	(a)	(a)	7,781
25	Department .....	10,030	-	10,030	6,442
26	Variety .....	572	546	27	864
27	Motor Vehicle.....	8,314	-	8,314	14,398
28	Garage & Filling Station .....	2,452	(a)	(a)	5,197
29	Men's Clothing .....	726	55	670	795
30	Family Clothing .....	715	(a)	(a)	1,227
31	Women's Clothing .....	602	183	419	887
32	Shoe .....	315	68	247	340
33	Hardware .....	1,445	(a)	(a)	2,587
34	Lumber & Building Material .....	5,515	1,162	4,354	6,054
35	Furniture, Appliance & Radio.....	2,282	271	2,011	2,013
36	Restaurant .....	2,157	193	1,964	2,586
37	Fuel .....	784	-	784	693
38	Drug .....	1,412	(a)	(a)	1,686
39	Jewellery .....	430	(a)	(a)	586
40	Miscellaneous .....	9,164	658	8,506	12,616

(a) Indicates figures withheld to avoid disclosing individual operations, but are included in the totals. Any slight differences between the totals and their components are due to the rounding of the figures.



October, 1956

(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent	No.
Provinces		Quebec			Ontario			
15,083	86,127	278,004	44,887	233,117	453,613	100,236	353,377	1
3,794	17,094	61,772	19,168	42,604	85,928	48,174	37,754	2
(a)	(a)	21,881	6,885	14,997	32,241	18,355	13,886	3
735	9,794	9,775	669	9,106	8,859	478	8,381	4
-	9,135	20,029	-	20,029	38,712	-	38,712	5
2,022	270	6,103	4,846	1,258	10,248	8,589	1,660	6
(a)	(a)	35,784	-	35,784	67,323	(a)	(a)	7
(a)	(a)	14,324	(a)	(a)	27,986	(a)	(a)	8
(a)	(a)	5,462	428	5,034	7,668	1,582	6,086	9
(a)	(a)	7,037	1,685	5,352	5,677	803	4,874	10
162	1,245	5,373	1,240	4,133	9,590	2,518	7,072	11
(a)	(a)	2,619	1,082	1,537	4,703	2,190	2,513	12
(a)	(a)	5,788	(a)	(a)	9,020	727	8,293	13
-	1,918	9,220	(a)	(a)	17,209	2,303	14,906	14
545	2,994	14,605	3,968	10,637	22,809	5,274	17,534	15
62	1,726	11,428	783	10,645	16,864	1,182	15,683	16
-	2,201	6,481	-	6,481	11,442	(a)	(a)	17
164	1,797	5,553	456	5,097	11,516	1,483	10,033	18
183	512	2,067	598	1,470	4,422	1,741	2,681	19
358	9,711	32,703	1,909	30,794	61,396	4,391	57,006	20
Saskatchewan		Alberta			British Columbia			
11,334	67,464	102,116	16,292	85,824	131,943	22,320	109,623	21
2,354	6,579	13,565	5,003	8,562	19,816	8,333	11,483	22
1,883	1,230	5,773	3,502	2,271	9,679	5,308	4,370	23
(a)	(a)	4,722	(a)	(a)	4,932	756	4,176	24
-	6,442	12,013	-	12,013	19,360	-	19,360	25
716	147	1,366	1,065	301	1,180	825	355	26
-	14,398	18,846	-	18,846	26,387	-	26,387	27
(a)	(a)	5,873	(a)	(a)	6,893	(a)	(a)	28
(a)	(a)	2,441	(a)	(a)	1,971	(a)	(a)	29
(a)	(a)	1,299	(a)	(a)	1,040	(a)	(a)	30
200	687	2,046	412	1,635	2,825	640	2,186	31
87	253	596	220	376	1,021	261	760	32
(a)	(a)	3,023	(a)	(a)	1,845	(a)	(a)	33
3,653	2,402	6,128	3,299	2,829	4,712	517	4,195	34
268	1,745	4,446	438	4,008	5,226	1,325	3,900	35
33	2,553	3,222	110	3,112	4,540	613	3,926	36
-	693	86	-	86	2,958	(a)	(a)	37
(a)	(a)	2,186	305	1,882	3,010	780	2,231	38
121	465	486	285	200	1,130	413	717	39
1,179	11,438	13,999	1,122	12,877	13,418	1,943	11,475	40



## Percentage Changes in Retail Trade — By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

October 1956 Over October 1955

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES .....	+ 6.4	+ 5.6	+ 5.7	+ 3.4	+ 7.8	+14.2	+10.8	+11.0
Grocery & Combination .....	+ 6.0	+ 7.7	+ 6.8	+ 5.1	+ 4.0	+ 3.4	+ 8.0	+ 6.7
Other Food & Beverage .....	+ 3.5	+12.0	+ 3.0	+ 0.8	+11.1	+ 8.6	+ 4.4	+ 3.0
General .....	+ 4.6	+ 4.7	+ 3.2	- 1.8	+ 1.7	+16.0	+ 1.7	+ 8.5
Department .....	+ 7.8	+ 9.9	+ 3.0	+ 5.6	+ 7.3	+16.4	+12.6	+11.5
Variety .....	+ 3.7	+ 5.5	- 1.2	+ 4.3	+ 5.3	+10.1	+14.5	+ 5.0
Motor Vehicle .....	+ 5.2	+ 1.1	+ 5.3	- 2.0	+ 3.6	+19.5	+ 9.4	+20.0
Garage & Filling Station .....	+ 6.7	- 1.8	+ 8.1	+ 2.9	+ 4.7	+25.0	+ 3.5	+19.8
Men's Clothing .....	+ 3.5	+ 1.9	- 1.5	- 0.1	+12.0	+ 8.8	+23.0	+ 8.8
Family Clothing .....	+ 0.2	+ 5.1	- 1.7	- 4.3	- 9.1	-16.1	+13.2	+ 3.0
Women's Clothing .....	+12.1	+16.8	+ 8.5	+12.6	+ 7.3	+23.2	+19.4	+ 8.3
Shoe .....	- 0.2	(c)	- 3.9	- 2.2	+ 1.0	+16.0	+ 6.6	+11.7
Hardware .....	+ 6.8	+ 9.3	+ 4.3	+ 2.0	+ 9.7	+27.1	+17.2	- 4.0
Lumber & Building Material .....	+ 7.4	+14.8	+15.8	+ 9.9	+10.0	- 7.0	- 1.5	+11.7
Furniture, Appliance & Radio .....	+ 4.6	+ 0.8	+ 5.2	+ 3.0	+ 9.0	+ 8.6	+11.6	+ 3.4
Restaurant .....	+ 3.4	- 5.0	+ 2.5	+ 3.9	+ 0.7	+ 1.7	+ 3.6	+10.5
Fuel .....	+11.2	+25.8	+10.3	+ 8.5	+ 3.4	+24.4	+14.7	+13.9
Drug .....	+ 6.9	+ 7.6	+10.2	+ 4.7	+ 0.1	+ 6.2	+ 8.0	+12.4
Jewellery .....	+ 1.0	+ 3.1	+ 6.4	- 2.7	- 8.3	+ 8.9	+ 6.1	+ 3.4
Miscellaneous .....	+11.6	+ 2.2	+ 9.4	+ 6.5	+25.9	+28.3	+29.4	+10.9

(c) Unchanged

Estimated Retail Trade — By Provinces and Kinds of Business

January to October 1956

(in thousands of dollars)

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
TOTAL, ALL TRADES .....	11,416,798	970,820	2,652,223	4,367,130	567,677	664,083	929,017	1,265,899
Grocery & Combination .....	2,135,615	202,209	602,088	831,108	94,166	83,441	129,490	193,119
Other Food & Beverage .....	779,450	72,563	205,745	304,515	25,830	25,867	50,779	94,159
General .....	448,744	97,956	76,437	87,636	38,048	61,489	45,392	43,789
Department .....	932,267	74,800	166,928	307,716	80,607	47,651	96,097	158,473
Variety .....	200,145	19,334	55,069	91,400	4,850	7,106	11,447	10,940
Motor Vehicle .....	2,192,507	193,609	445,104	817,896	89,224	140,787	211,164	294,726
Garage & Filling Station .....	628,634	45,203	134,084	269,304	22,581	39,959	54,445	63,058
Men's Clothing .....	168,934	8,987	47,044	67,985	5,323	5,378	17,174	17,046
Family Clothing .....	159,324	22,894	58,026	46,242	6,517	7,357	9,568	8,725
Women's Clothing .....	187,485	10,329	49,570	79,122	4,590	5,998	16,076	21,797
Shoe .....	103,751	7,656	27,980	47,672	2,933	2,614	5,240	9,659
Hardware .....	218,148	16,784	46,338	82,583	12,336	20,590	22,978	16,545
Lumber & Building Material .....	419,278	14,443	79,539	148,147	39,693	43,745	50,730	42,979
Furniture, Appliance & Radio .....	464,544	31,567	130,335	192,249	17,375	13,550	35,354	44,122
Restaurant .....	409,036	19,604	104,705	163,496	20,836	24,272	30,422	45,705
Fuel .....	228,858	13,654	61,783	116,868	5,294	5,219	518	25,523
Drug .....	254,707	18,012	51,678	109,479	13,338	15,054	19,344	27,804
Jewellery .....	88,146	6,652	19,171	38,436	4,163	4,538	4,435	10,749
Miscellaneous .....	1,397,225	96,564	290,599	565,276	79,973	109,468	118,364	136,981

## Percentage Changes in Retail Trade — By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

January to October 1956 Over January to October 1955

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES .....	+ 7.3	+ 6.3	+ 9.0	+ 5.5	+ 4.1	+ 7.5	+10.3	+10.5
Grocery & Combination .....	+ 7.5	+ 5.1	+ 8.7	+ 7.8	+ 7.1	+ 2.5	+ 8.8	+ 7.0
Other Food & Beverage .....	+ 4.1	+ 4.8	+ 4.6	+ 2.1	+ 6.6	+ 4.0	+ 4.8	+ 8.4
General .....	+ 5.0	+ 5.6	+ 6.6	+ 3.0	+ 3.0	+ 6.0	+ 5.0	+ 5.7
Department .....	+ 9.1	+ 8.8	+ 7.1	+ 9.4	+ 3.6	+10.2	+12.8	+11.5
Variety .....	+ 9.7	+ 7.8	+ 7.1	+11.0	+11.0	+ 9.7	+16.3	+ 9.0
Motor Vehicle .....	+ 6.3	+ 8.4	+ 8.7	+ 0.6	- 3.5	+11.0	+16.4	+13.5
Garage & Filling Station .....	+ 5.6	+ 3.4	+10.3	+ 3.3	+ 7.7	+ 0.2	+ 1.6	+14.7
Men's Clothing .....	+ 5.9	+ 3.8	+ 5.6	+ 4.5	+ 7.9	+ 1.0	+12.2	+ 8.0
Family Clothing .....	+ 6.5	+ 6.0	+ 9.6	+ 2.8	+13.8	+ 2.9	+ 3.9	+ 8.7
Women's Clothing .....	+ 7.3	+ 8.2	+ 6.8	+ 9.1	+ 0.1	+ 9.6	+ 4.6	+ 4.6
Shoe .....	+ 6.9	+ 1.8	+ 6.8	+ 6.9	+ 6.2	+ 9.3	+ 6.5	+12.0
Hardware .....	+ 6.9	+ 7.5	+12.0	+ 4.3	+ 8.0	+ 9.9	+ 6.6	+ 1.6
Lumber & Building Material .....	+10.0	+ 6.7	+13.4	+ 8.9	+ 7.8	+ 4.9	+10.6	+15.8
Furniture, Appliance & Radio .....	+ 7.4	+ 2.3	+14.6	+ 5.3	+ 0.2	+ 4.3	+ 7.5	+ 4.9
Restaurant .....	+ 4.7	+ 1.9	+ 4.8	+ 5.0	+ 0.7	+ 5.4	- 0.3	+ 9.8
Fuel .....	+16.9	+11.7	+17.7	+20.2	+10.5	+ 6.5	+ 6.6	+ 7.9
Drug .....	+ 5.0	+ 6.5	+ 6.5	+ 3.5	+ 2.3	+ 3.5	+ 5.2	+ 9.4
Jewellery .....	+ 5.0	+ 6.4	+10.8	+ 2.1	- 3.5	+10.1	+ 5.1	+ 6.6
Miscellaneous .....	+10.1	+ 7.4	+12.3	+ 7.6	+ 7.5	+13.0	+15.4	+13.2

(Without Adjustment for Price Changes)

October 1956 Over September 1956

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES .....	+ 2.0	+ 2.8	+ 0.6	+ 1.7	+ 5.2	+ 9.2	+ 3.5	- 1.6
Grocery & Combination .....	- 0.2	+ 1.3	- 0.3	- 0.3	+ 0.2	+ 2.4	- 2.9	(c)
Other Food & Beverage .....	+ 0.8	+ 3.7	- 2.4	- 1.3	+10.6	+13.7	+ 9.6	+ 2.0
General .....	+ 1.8	(c)	+ 9.7	- 4.7	- 2.5	+ 7.3	- 2.1	+ 3.2
Department .....	+ 8.8	+20.0	- 1.2	+ 9.8	+15.3	+31.8	+12.9	+ 2.0
Variety .....	+ 2.0	- 0.3	+ 1.5	+ 0.2	+11.7	+19.7	+15.3	- 4.1
Motor Vehicle .....	- 4.0	- 6.9	- 3.7	- 1.9	- 1.0	+ 2.0	- 8.1	- 8.3
Garage & Filling Station .....	+ 4.7	- 0.2	+ 6.8	+ 2.3	+ 9.5	+14.9	+ 3.9	+ 6.3
Men's Clothing .....	+10.5	- 1.6	+ 9.6	+ 6.1	+33.7	+39.2	+28.3	+ 2.8
Family Clothing .....	+ 7.1	+ 9.9	+ 3.7	+ 1.3	- 5.7	+75.8	+29.3	- 3.3
Women's Clothing .....	+ 9.1	+32.1	+ 1.4	+ 2.9	+12.7	+47.1	+31.6	+15.5
Shoe .....	-11.8	-10.5	-14.3	-15.2	- 6.8	+15.6	+ 7.8	- 7.1
Hardware .....	+ 4.9	+14.8	+ 7.3	- 0.2	- 3.0	+10.9	+14.7	- 2.8
Lumber & Building Material .....	+ 4.9	+ 8.1	+11.0	+ 3.1	+14.7	+ 0.4	- 1.8	+ 3.5
Furniture, Appliance & Radio .....	+ 5.2	- 1.3	- 5.1	+ 8.9	+ 8.4	+44.0	+12.9	+ 8.1
Restaurant .....	- 1.8	-12.3	- 2.4	- 1.7	+ 3.6	+ 9.3	+ 8.6	-10.2
Fuel .....	+10.8	+58.2	+ 6.8	+ 1.5	- 9.9	+23.8	+24.6	+46.9
Drug .....	+ 5.1	+ 8.4	+ 9.8	+ 3.8	+ 5.3	- 4.5	+ 9.2	+ 3.0
Jewellery .....	- 0.1	- 5.1	- 2.9	+ 5.2	-18.7	+14.9	+ 6.6	-10.8
Miscellaneous .....	+ 2.7	+ 2.9	+ 2.3	+ 5.7	+ 5.4	+ 4.3	+ 5.7	-12.9

(c) Unchanged



## Department Store Sales and Stocks

October 1955 and October 1956

These figures are estimates of total department store sales and stocks.

Stocks are at selling value.

Department	SALES			STOCKS		
	October 1955	October 1956	Change 1956/55	Sept. 30 1955	Sept. 30 1956	Change 1956/1955
	\$'000	\$'000	%	\$'000	\$'000	%
<b>TOTAL, ALL DEPARTMENTS .....</b>	107,331	115,721	+ 7.8	267,132	285,170	+ 6.8
1. Women's and Misses' Dresses.....	2,717	2,999	+ 10.4	5,183	5,396	+ 4.1
2. Women's and Misses' Coats and Suits	4,209	4,390	+ 4.3	5,967	5,392	- 9.6
3. Women's and Misses' Sportswear.....	2,994	3,435	+ 14.7	6,985	7,353	+ 5.3
4. Furs .....	1,765	1,845	+ 4.5	7,165	6,613	- 7.7
5. Girls' and Infants' Wear .....	6,985	7,818	+ 11.9	13,009	14,521	+ 11.6
6. Lingerie and Corsets .....	3,460	3,886	+ 12.3	9,544	10,138	+ 6.2
7. Aprons, Housedresses and Uniforms....	396	340	- 14.1	948	858	- 9.5
8. Millinery .....	1,171	1,345	+ 14.9	1,164	1,056	- 9.3
9. Hosiery and Apparel Accessories .....	3,615	3,867	+ 7.0	10,370	10,167	- 2.0
10. Women's, Misses' and Children's Shoes	4,164	4,499	+ 8.0	14,010	14,280	+ 1.9
<b>Ladies' Apparel and Accessories.</b>						
Total 1 - 10 .....	31,476	34,424	+ 9.4	74,345	75,774	+ 1.9
11. Men's Clothing .....	3,631	3,967	+ 9.3	9,555	9,384	- 1.8
12. Men's Furnishings .....	5,015	5,717	+ 14.0	14,475	15,545	+ 7.4
13. Boys' Clothing and Furnishings .....	3,402	3,732	+ 9.7	8,383	8,409	+ 0.3
14. Men's and Boys' Shoes .....	1,537	1,699	+ 10.5	5,294	5,553	+ 4.9
15. Food and Kindred Products.....	6,065	6,105	+ 0.7	4,586	4,173	- 9.0
16. Toiletries, Cosmetics and Drugs .....	2,134	2,336	+ 9.5	5,676	6,473	+ 14.0
17. Photographic Equipment and Supplies..	288	326	+ 13.2	1,066	1,183	+ 11.0
18. Piece Goods .....	2,368	2,622	+ 10.7	8,999	8,802	- 2.2
19. Linens and Domestic .....	3,059	3,202	+ 4.7	8,398	8,613	+ 2.6
20. Smallwares .....	1,866	1,884	+ 1.0	5,425	5,247	- 3.3
21. China and Glassware .....	1,018	1,253	+ 23.1	8,328	8,854	+ 6.3
22. Home Furnishings .....	7,124	7,472	+ 4.9	23,407	25,028	+ 6.9
23. Furniture .....	6,563	6,944	+ 5.8	12,922	14,675	+ 13.6
24. Major Appliances .....	6,028	6,515	+ 8.1	12,162	14,928	+ 22.7
25. Radio and Music .....	3,508	3,582	+ 2.1	6,303	6,963	+ 10.5
26. Hardware and Housewares .....	6,762	7,325	+ 8.3	17,344	20,282	+ 16.9
27. Jewellery .....	1,633	1,732	+ 6.1	7,536	7,813	+ 3.7
28. Sporting Goods and Luggage .....	3,156	3,325	+ 5.4	15,326	17,729	+ 15.7
29. Stationery, Books and Magazines.....	1,738	1,830	+ 5.3	4,800	5,376	+ 12.0
30. All Other Departments .....	8,960	9,729	+ 8.6	12,802	14,366	+ 12.2





CANADA

# RETAIL TRADE

NOVEMBER, 1956



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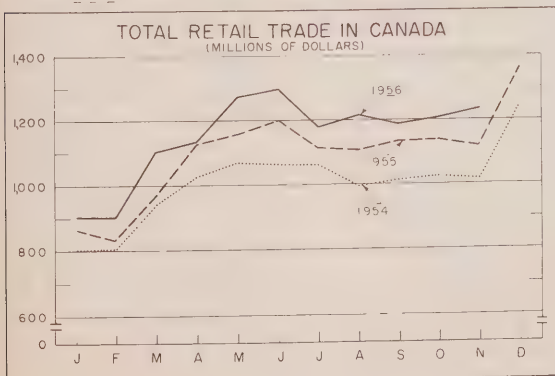
## RETAIL TRADE

Retail sales in Canada during the month of November 1956 were estimated to be \$1,233,336,000, an increase of 10.2% above sales of \$1,118,701,000 in November 1955. Sales for the first eleven months of this year were \$12,650,134,000 or 7.6% greater than the \$11,755,300,000 recorded in the same 1955 period. These and other estimates contained in this bulletin are not adjusted for seasonal variations, price changes or number of shopping days.

### Total Retail Trade in Canada

<u>Period</u>	<u>1955</u> \$'000	<u>1956</u> \$'000	<u>% Change</u> <u>1956/1955</u>
January to September ...	9,499,573	10,207,080	+ 7.4
October .....	1,137,026	1,209,718	+ 6.4
November .....	<u>1,118,701</u>	<u>1,233,336</u>	<u>+ 10.2</u>
Total .....	11,755,300	12,650,134	+ 7.6

The western provinces showed the greatest percentage gains in sales during November. Saskatchewan was the largest 16.4%, followed by Alberta 15.4%, British Columbia 12.1% and Manitoba 11.4%. Quebec, the only other province with sales greater than the national average of 10.2%, increased sales during the month by 11.1%. The Atlantic Provinces and Ontario registered gains of 9.4% and 7.4% respectively. For the eleven-month period, Alberta showed the greatest gain 10.8%, followed closely by British Columbia 10.6% with the other provinces ranging from 9.2% in Quebec to 4.8% in Manitoba.



Seventeen of the eighteen specified kinds of business as well as the miscellaneous category showed increased sales during November this year. Fuel dealers, the only trade which showed sales below those of a year ago, were down by an estimated

2.

2.7%. The shoe store trade showed the largest gain 17.8%, while variety stores the next largest had 13.6%. Grocery and combination stores and motor vehicle dealers each registered a gain of 13.3% with women's clothing store sales greater by 12.9%, other food and beverage stores 12.4%, men's clothing stores 11.0% and family clothing stores and jewellery stores up 10.9% each.

Department stores with estimated sales of \$140,165,000 during November were up 5.4% from \$133,020,000 in November last year. Stocks on hand at selling value in department stores at the end of October this year were valued at \$327,474,000 an increase of 9.7% from stocks of \$298,562,000 at the same date a year earlier.

Percentage Changes in Selected Retail Trades

January to November 1956 over January to November 1955

Chains and Independents

Canada

	<u>All Stores</u>	<u>Chains</u>	<u>Independents</u>
Grocery and Combination .....	+ 8.0	+ 12.2	+ 5.3
Family Clothing .....	+ 7.0	+ 4.7	+ 7.5
Women's Clothing .....	+ 7.9	+ 9.7	+ 8.2
Shoe .....	+ 8.0	+ 10.4	+ 6.5
Lumber and Building Material .....	+ 9.8	+ 14.0	+ 8.8
Furniture, Appliance and Radio .....	+ 7.4	+ 4.4	+ 8.3
Restaurant .....	+ 4.8	+ 1.8	+ 5.1
Drug .....	+ 5.3	+ 6.5	+ 5.1
Jewellery .....	+ 5.7	+ 5.3	+ 5.9

# MONTHLY SALES FURNITURE-APPLIANCE-AUTOMOTIVE TRADES

MILLION  
DOLLARS  
70  
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## FURNITURE, APPLIANCE & RADIO STORES

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## MOTOR VEHICLE DEALERS

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## GARAGES & FILLING STATIONS

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J F M A M J J A S O N D



## Estimated Retail Trade — Chain and Independent — By Provinces and Kinds of Business

November, 1956

(in thousands of dollars)

	KIND OF BUSINESS OR STORE	All Stores	Chain	Independent	All Stores
		Canada			Atlantic
1	TOTAL, ALL TRADES .....	1,233,336	230,850	1,002,486	102,724
2	Grocery & Combination .....	224,246	94,665	129,580	20,433
3	Other Food & Beverage .....	85,338	45,223	40,115	7,378
4	General .....	50,468	3,140	47,328	10,869
5	Department .....	140,165	-	140,165	11,547
6	Variety .....	26,000	22,058	3,942	2,985
7	Motor Vehicle .....	179,642	1,605	178,037	14,007
8	Garage & Filling Station .....	66,367	260	66,107	5,496
9	Men's Clothing .....	24,324	3,027	21,297	1,142
10	Family Clothing .....	22,491	3,559	18,932	3,240
11	Women's Clothing .....	22,021	5,651	16,369	1,246
12	Shoe .....	12,780	5,599	7,181	869
13	Hardware .....	24,907	2,036	22,871	1,868
14	Lumber & Building Material .....	44,235	11,250	32,986	1,561
15	Furniture, Appliance & Radio .....	54,055	10,981	43,074	4,110
16	Restaurant .....	39,943	2,824	37,119	1,793
17	Fuel .....	30,359	313	30,046	2,001
18	Drug .....	25,848	3,115	22,734	1,827
19	Jewellery .....	12,811	4,427	8,384	863
20	Miscellaneous .....	147,336	11,117	136,219	9,489
		Manitoba			Saskatchewan
21	TOTAL, ALL TRADES .....	63,210	9,237	53,973	72,922
22	Grocery & Combination .....	9,961	3,604	6,357	8,962
23	Other Food & Beverage .....	2,930	1,901	1,029	3,028
24	General .....	4,290	(a)	(a)	6,859
25	Department .....	12,677	-	12,677	7,274
26	Variety .....	631	602	29	978
27	Motor Vehicle .....	7,707	-	7,707	13,585
28	Garage & Filling Station .....	2,596	(a)	(a)	4,187
29	Men's Clothing .....	837	51	785	826
30	Family Clothing .....	795	(a)	(a)	1,095
31	Women's Clothing .....	534	182	353	730
32	Shoe .....	311	70	241	274
33	Hardware .....	1,464	(a)	(a)	2,452
34	Lumber & Building Material .....	4,451	1,090	3,361	5,243
35	Furniture, Appliance & Radio .....	1,901	228	1,673	2,241
36	Restaurant .....	2,110	175	1,935	2,242
37	Fuel .....	1,005	-	1,005	705
38	Drug .....	1,307	(a)	(a)	1,598
39	Jewellery .....	598	(a)	(a)	659
40	Miscellaneous .....	7,105	755	6,351	9,984

(a) Indicates figures withheld to avoid disclosing individual operations, but are included in the totals. Any slight differences between the totals and their components are due to the rounding of the figures.

November, 1956

(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent	No.
Provinces			Quebec			Ontario		
15,999	86,725	289,426	48,245	241,181	472,366	106,624	365,742	1
4,172	16,261	62,508	19,546	42,963	89,659	50,965	38,694	2
(a)	(a)	23,748	8,672	15,076	32,407	18,987	13,420	3
712	10,158	9,493	659	8,834	9,175	535	8,640	4
-	11,547	23,992	-	23,992	48,691	-	48,691	5
2,743	242	6,485	5,318	1,167	12,025	10,431	1,594	6
(a)	(a)	36,767	-	36,767	64,254	(a)	(a)	7
(a)	(a)	13,638	(a)	(a)	28,145	(a)	(a)	8
(a)	(a)	6,919	574	6,345	10,007	2,000	8,007	9
(a)	(a)	8,003	1,874	6,129	7,073	972	6,102	10
182	1,065	5,645	1,290	4,355	9,471	2,834	6,637	11
(a)	(a)	3,832	1,741	2,091	6,032	3,064	2,968	12
(a)	(a)	5,215	(a)	(a)	9,102	710	8,392	13
-	1,561	7,633	(a)	(a)	15,255	2,362	12,893	14
493	3,616	14,234	3,848	10,387	22,018	4,577	17,441	15
65	1,727	10,670	770	9,901	15,777	1,077	14,701	16
-	2,001	8,016	-	8,016	14,995	(a)	(a)	17
148	1,679	5,165	436	4,729	11,166	1,348	9,818	18
296	567	2,469	733	1,736	6,163	2,172	3,992	19
365	9,124	34,994	1,697	33,297	60,951	4,196	56,755	20
Saskatchewan			Alberta			British Columbia		
11,409	61,513	101,699	17,125	84,574	130,991	22,217	108,774	21
2,570	6,393	13,343	5,331	8,013	19,380	8,479	10,902	22
1,907	1,121	6,027	3,560	2,467	9,821	5,584	4,237	23
(a)	(a)	4,947	(a)	(a)	4,835	622	4,213	24
-	7,274	13,880	-	13,880	22,104	-	22,104	25
811	168	1,548	1,209	339	1,347	944	402	26
-	13,585	19,255	-	19,255	24,068	-	24,068	27
(a)	(a)	5,691	(a)	(a)	6,614	(a)	(a)	28
(a)	(a)	2,272	(a)	(a)	2,321	(a)	(a)	29
(a)	(a)	1,172	(a)	(a)	1,113	(a)	(a)	30
181	549	1,961	434	1,527	2,434	548	1,886	31
83	191	609	221	388	852	234	618	32
(a)	(a)	2,826	(a)	(a)	1,980	(a)	(a)	33
3,481	1,763	6,450	3,485	2,965	3,643	478	3,164	34
254	1,987	4,296	482	3,814	5,255	1,099	4,156	35
30	2,212	3,060	113	2,947	4,290	594	3,697	36
-	705	87	-	87	3,551	(a)	(a)	37
(a)	(a)	1,895	256	1,639	2,891	730	2,161	38
158	501	645	380	265	1,414	518	896	39
1,209	8,776	11,735	1,126	10,608	13,078	1,770	11,308	40

## Percentage Changes in Retail Trade — By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

November 1956 Over November 1955

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES .....	+10.2	+ 9.4	+11.1	+ 7.4	+11.4	+16.4	+15.4	+12.1
Grocery & Combination .....	+13.3	+11.4	+12.8	+15.5	+ 9.7	+12.1	+12.7	+10.2
Other Food & Beverage .....	+12.4	+13.5	+12.3	+10.4	+22.9	+19.4	+20.4	+ 9.0
General .....	+ 8.3	+10.5	+ 3.5	+ 7.4	+ 8.2	+12.4	+ 9.9	+ 7.7
Department .....	+ 5.4	+ 5.8	+ 0.7	+ 3.9	+ 8.2	+ 8.0	+ 8.3	+ 9.5
Variety .....	+13.6	+17.1	+12.0	+12.7	+15.6	+24.6	+14.6	+12.3
Motor Vehicle .....	+13.3	+ 7.1	+23.3	+ 1.3	+24.0	+28.5	+29.0	+17.3
Garage & Filling Station .....	+ 8.0	+17.0	+ 6.5	+ 7.9	+22.0	+ 4.7	- 0.8	+ 9.9
Men's Clothing .....	+11.0	+ 7.3	+13.5	+11.0	+16.6	+ 8.7	+ 5.2	+10.6
Family Clothing .....	+10.9	+15.7	+ 9.7	+11.9	- 2.0	+24.0	- 0.6	+12.1
Women's Clothing .....	+12.9	+ 3.8	+13.2	+11.6	+17.6	+34.7	+28.8	+ 5.1
Shoe .....	+17.8	- 3.4	+22.3	+21.0	+16.5	+16.1	+16.9	+ 5.1
Hardware .....	+ 9.6	+ 9.4	+12.1	+ 2.4	+ 9.5	+27.8	+17.6	+ 8.1
Lumber & Building Material .....	+ 8.4	- 4.1	+ 0.8	+ 2.5	+15.6	+21.9	+26.4	+ 4.1
Furniture, Appliance & Radio .....	+ 7.6	+14.3	+ 6.7	+ 4.8	+ 3.9	+33.2	+ 8.6	+ 8.1
Restaurant .....	+ 6.5	+ 7.8	+ 7.7	+ 4.5	+ 8.8	+ 6.0	+ 6.3	+10.1
Fuel .....	- 2.7	+ 2.1	+ 3.3	- 2.6	-19.8	-17.9	- 8.4	- 8.1
Drug .....	+ 8.5	+ 8.8	+ 6.9	+ 6.4	+ 5.1	+18.5	+10.2	+15.1
Jewellery .....	+10.9	+ 1.3	+ 4.4	+12.2	+ 5.8	+32.3	+19.2	+13.1
Miscellaneous .....	+11.7	+ 6.9	+14.4	+ 6.3	+10.4	+13.6	+18.6	+30.1

Estimated Retail Trade — By Provinces and Kinds of Business

January to November 1956

(in thousands of dollars)

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
TOTAL, ALL TRADES .....	12,650,134	1,073,545	2,941,650	4,839,497	630,886	737,005	1,030,719	1,396,890
Grocery & Combination .....	2,359,861	222,642	664,596	920,767	104,127	92,403	142,833	212,499
Other Food & Beverage .....	864,788	79,941	229,493	336,922	28,760	28,895	56,806	103,980
General .....	499,212	106,825	85,930	96,811	42,338	68,348	50,339	48,624
Department .....	1,072,432	86,347	190,921	356,408	93,284	54,925	109,977	180,577
Variety .....	226,145	22,319	61,554	103,425	5,480	8,084	12,995	12,287
Motor Vehicle .....	2,372,149	207,616	481,871	882,150	96,931	154,372	230,419	318,794
Garage & Filling Station .....	695,001	50,699	147,722	297,449	25,177	44,146	60,139	69,672
Men's Clothing .....	193,258	10,129	53,963	77,992	6,160	6,204	19,446	19,367
Family Clothing .....	181,815	26,135	66,029	53,315	7,312	8,452	10,740	9,838
Women's Clothing .....	209,506	11,575	55,215	88,593	5,124	6,728	18,037	24,231
Shoe .....	116,531	8,525	31,812	53,704	3,244	2,888	5,849	10,511
Hardware .....	243,055	18,652	51,553	91,685	13,800	23,042	25,804	18,525
Lumber & Building Material .....	463,513	16,004	87,172	163,402	44,144	48,988	57,180	46,622
Furniture, Appliance & Radio .....	518,599	35,677	144,569	214,267	19,276	15,791	39,650	49,377
Restaurant .....	448,979	21,397	115,375	179,273	22,946	26,514	33,482	49,995
Fuel .....	259,217	15,655	69,799	131,863	6,299	5,924	605	29,074
Drug .....	280,555	19,839	56,843	120,645	14,645	16,652	21,239	30,695
Jewellery .....	100,957	7,515	21,640	44,599	4,761	5,197	5,080	12,163
Miscellaneous .....	1,544,561	106,053	325,593	626,227	87,078	119,452	130,099	150,059



# Percentage Changes in Retail Trade — By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

January to November 1956 Over January to November 1955

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES .....	+ 7.6	+ 6.6	+ 9.2	+ 5.7	+ 4.8	+ 8.3	+10.8	+10.6
Grocery & Combination .....	+ 8.0	+ 5.7	+ 9.0	+ 8.5	+ 7.4	+ 3.3	+ 9.2	+ 7.3
Other Food & Beverage .....	+ 4.9	+ 5.6	+ 5.3	+ 2.9	+ 8.0	+ 5.4	+ 6.2	+ 8.4
General .....	+ 5.4	+ 6.1	+ 6.2	+ 3.4	+ 3.5	+ 6.6	+ 5.5	+ 5.9
Department .....	+ 8.6	+ 8.4	+ 6.3	+ 8.6	+ 4.2	+ 9.9	+12.2	+11.3
Variety .....	+10.1	+ 8.9	+ 7.6	+11.2	+11.5	+11.3	+16.1	+ 9.4
Motor Vehicle .....	+ 6.8	+ 8.3	+ 9.7	+ 0.6	- 1.8	+12.3	+17.3	+13.8
Garage & Filling Station .....	+ 5.8	+ 4.7	+10.0	+ 3.7	+ 9.0	+ 0.6	+ 1.4	+14.2
Men's Clothing .....	+ 6.5	+ 4.2	+ 6.5	+ 5.3	+ 9.0	+ 2.0	+11.3	+ 8.3
Family Clothing .....	+ 7.0	+ 7.1	+ 9.6	+ 4.0	+11.8	+ 5.2	+ 3.4	+ 9.0
Women's Clothing .....	+ 7.9	+ 7.7	+ 7.4	+ 9.4	+ 1.6	+11.8	+ 6.8	+ 4.6
Shoe .....	+ 8.0	+ 1.3	+ 8.4	+ 8.3	+ 7.1	+ 9.9	+ 7.5	+11.5
Hardware .....	+ 7.1	+ 7.6	+12.0	+ 4.2	+ 8.2	+11.6	+ 7.7	+ 2.3
Lumber & Building Material .....	+ 9.8	+ 5.5	+12.2	+ 8.3	+ 8.5	+ 6.5	+12.2	+14.8
Furniture, Appliance & Radio .....	+ 7.4	+ 3.6	+13.8	+ 5.2	+ 0.6	+ 7.6	+ 7.6	+ 5.3
Restaurant .....	+ 4.8	+ 2.4	+ 5.0	+ 4.9	+ 1.4	+ 5.5	+ 0.3	+ 9.8
Fuel .....	+14.2	+10.4	+15.8	+17.1	+ 4.2	+ 2.8	+ 4.1	+ 5.5
Drug .....	+ 5.3	+ 6.7	+ 6.5	+ 3.8	+ 2.6	+ 4.7	+ 5.6	+10.0
Jewellery .....	+ 5.7	+ 5.8	+10.0	+ 3.3	- 2.4	+12.5	+ 6.7	+ 7.4
Miscellaneous .....	+10.3	+ 7.4	+12.5	+ 7.5	+ 7.8	+13.1	+15.7	+14.5



(Without Adjustment for Price Changes)

## November 1956 Over October 1956

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES .....	+ 2.0	+ 1.5	+ 4.1	+ 4.1	- 1.3	- 7.5	- 0.4	- 0.7
Grocery & Combination .....	+ 1.5	- 2.2	+ 1.2	+ 4.3	+ 0.2	+ 0.3	- 1.6	- 2.2
Other Food & Beverage .....	+ 2.3	- 4.8	+ 8.5	+ 0.5	- 1.8	- 2.7	+ 4.4	+ 1.5
General .....	- 0.6	+ 3.2	- 2.9	+ 3.6	+ 2.2	-11.8	+ 4.8	- 2.0
Department .....	+21.1	+26.4	+19.8	+25.8	+26.4	+12.9	+15.5	+14.2
Variety .....	+14.9	+30.3	+ 6.3	+17.3	+10.3	+13.2	+13.3	+14.2
Motor Vehicle .....	- 3.7	- 9.6	+ 2.7	- 4.6	- 7.3	- 5.6	+ 2.2	- 8.8
Garage & Filling Station .....	- 1.7	+14.3	- 4.8	+ 0.6	+ 5.9	-19.4	- 3.1	- 4.0
Men's Clothing .....	+21.6	+21.0	+26.7	+30.5	+15.3	+ 3.9	- 6.9	+17.8
Family Clothing .....	+13.8	+17.3	+13.7	+24.6	+11.2	-10.8	- 9.8	+ 7.0
Women's Clothing .....	- 3.1	-11.4	+ 5.1	- 1.2	-11.3	-17.7	- 4.2	-13.8
Shoe .....	+23.1	+10.7	+46.3	+28.3	- 1.3	-19.4	+ 2.2	-16.6
Hardware .....	- 4.0	-16.4	- 9.9	+ 0.9	+ 1.3	- 5.2	- 6.5	+ 7.3
lumber & Building Material .....	-12.8	-18.6	-17.2	-11.4	-19.3	-13.4	+ 5.3	-22.7
Furniture, Appliance & Radio .....	- 1.6	+16.1	- 2.5	- 3.5	-16.7	+11.3	- 3.4	+ 0.6
Restaurant .....	- 6.2	+ 0.3	- 6.6	- 6.4	- 2.2	-13.3	- 5.0	- 5.5
Fuel .....	+23.2	- 9.1	+23.7	+31.1	+28.2	+ 1.7	+ 1.2	+20.0
Rug .....	- 5.4	- 6.8	- 7.0	- 3.0	- 7.4	- 5.2	-13.3	- 4.0
Jewellery .....	+30.5	+24.2	+19.4	+39.4	+39.1	+12.5	+32.7	+25.1
Miscellaneous .....	- 3.9	- 5.8	+ 7.0	- 0.7	-22.5	-20.9	-16.2	- 2.5

## Department Store Sales and Stocks

November 1955 and November 1956

These figures are estimates of total department store sales and stocks.

Stocks are at selling value.

Department	SALES			STOCKS		
	November 1955	November 1956	Change 1956/55	Oct.31 1955	Oct.31 1956	Change 1956/55
	\$'000	\$'000	%	\$'000	\$'000	%
<b>TOTAL, ALL DEPARTMENTS .....</b>	133,020	140,165	+ 5.4	298,562	327,474	+ 9.7
1. Women's and Misses' Dresses.....	2,904	2,994	+ 3.1	6,054	6,353	+ 4.9
2. Women's and Misses' Coats and Suits	3,546	3,633	+ 2.5	5,892	5,845	- 0.8
3. Women's and Misses' Sportswear.....	3,455	3,785	+ 9.6	7,962	8,906	+ 11.9
4. Furs .....	2,803	2,711	- 3.3	7,743	7,358	- 5.0
5. Girls' and Infants' Wear .....	8,091	8,689	+ 7.4	14,220	15,960	+ 12.2
6. Lingerie and Corsets .....	4,727	5,068	+ 7.2	10,756	11,918	+ 10.8
7. Aprons, Housedresses and Uniforms....	463	434	- 6.3	1,137	985	- 13.4
8. Millinery .....	1,105	1,234	+ 11.7	1,281	1,184	- 7.6
9. Hosiery and Apparel Accessories .....	5,203	5,278	+ 1.4	11,412	12,081	+ 5.9
10. Women's, Misses' and Children's Shoes	5,396	5,571	+ 3.2	15,323	15,797	+ 3.1
<b>Ladies' Apparel and Accessories.</b>						
<b>Total 1 - 10 .....</b>	37,693	39,397	+ 4.5	81,780	86,387	+ 5.6
11. Men's Clothing .....	4,359	4,515	+ 3.6	10,602	11,027	+ 4.0
12. Men's Furnishings .....	8,261	8,842	+ 7.0	16,821	18,241	+ 8.4
13. Boys' Clothing and Furnishings .....	4,209	4,465	+ 6.1	8,871	9,171	+ 3.4
14. Men's and Boys' Shoes .....	2,384	2,414	+ 1.3	5,916	6,430	+ 8.7
15. Food and Kindred Products.....	6,240	6,654	+ 6.6	5,816	4,912	- 15.5
16. Toiletries, Cosmetics and Drugs .....	2,863	3,241	+ 13.2	6,670	7,702	+ 15.5
17. Photographic Equipment and Supplies..	478	565	+ 18.2	1,184	1,400	+ 18.2
18. Piece Goods .....	2,504	2,618	+ 4.6	9,481	9,233	- 2.6
19. Linens and Domestic Goods .....	3,466	3,616	+ 4.3	9,269	9,617	+ 3.8
20. Smallwares .....	2,209	2,198	- 0.5	6,022	6,030	+ 0.1
21. China and Glassware .....	1,567	1,678	+ 7.1	9,113	9,850	+ 8.1
22. Home Furnishings .....	7,149	7,633	+ 6.8	23,702	26,301	+ 11.0
23. Furniture .....	6,559	6,716	+ 2.4	14,719	17,315	+ 17.6
24. Major Appliances .....	5,926	6,229	+ 5.1	13,731	16,706	+ 21.7
25. Radio and Music .....	4,490	4,370	- 2.7	7,456	8,538	+ 14.5
26. Hardware and Housewares .....	7,733	8,175	+ 5.7	19,381	22,940	+ 18.4
27. Jewellery .....	2,859	2,976	+ 4.1	8,637	9,188	+ 6.4
28. Sporting Goods and Luggage .....	8,017	8,453	+ 5.4	18,978	22,713	+ 19.7
29. Stationery, Books and Magazines .....	2,985	3,258	+ 9.1	6,178	7,379	+ 19.4
30. All Other Departments .....	11,069	12,152	+ 9.8	14,235	16,394	+ 15.2

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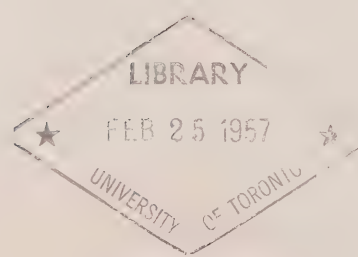
Canada Statistics Bureau



CANADA

# RETAIL TRADE

DECEMBER, 1956



*Published by Authority of*

The Right Honourable C. D. Howe, Minister of Trade and Commerce

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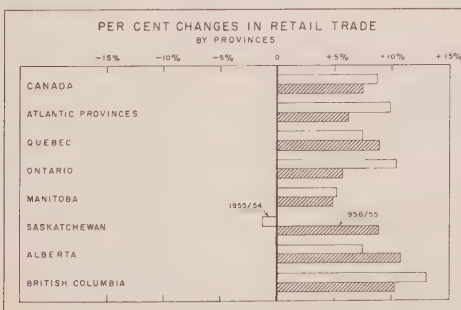
## RETAIL TRADE

Estimated retail sales in Canada increased by nearly one billion dollars during 1956. The increase of 7.4% brought sales to an all-time record of \$14,088,724,000 from the previous record in 1955 of \$13,111,896,000. Sales for December 1956 were estimated at \$1,438,590,000 an increase of 6.0% from sales in the previous year of \$1,356,596,000. These and other estimates contained in this bulletin are not adjusted for price changes, number of shopping days or seasonal variations.

### Total Retail Trade in Canada

<u>Period</u>	<u>1955</u> \$'000	<u>1956</u> \$'000	<u>% Change</u> <u>1956/1955</u>
January to September .....	9,499,573	10,207,080	+ 7.4
October .....	1,137,026	1,209,718	+ 6.4
November .....	1,118,701	1,233,336	+ 10.2
December .....	1,356,596	1,438,590	+ 6.0
<b>Total .....</b>	<b>13,111,896</b>	<b>14,088,724</b>	<b>+ 7.4</b>

All provinces shared in the increased sales during the year 1956. Alberta showed the largest percentage gain, 10.7%, while British Columbia followed closely with an increase of 10.3%. Saskatchewan and Quebec were the provinces with the next largest increase, 8.9% and 8.8% respectively with the Atlantic Provinces showing 6.2%, Ontario 5.6%, and Manitoba 4.8%. For the month of December, Saskatchewan showed the largest increase, 15.1% over sales in December 1955. Alberta sales increased 10.1% followed by British Columbia 7.8%, Quebec and Manitoba each 5.0%, Ontario 4.9%, and the Atlantic Provinces 3.4%.



All eighteen specified kinds of business as well as the miscellaneous category showed increases in sales during 1956. Fuel dealers, up 10.8% from sales of the previous year, registered the largest gain of all the



trades. Grocery and combination stores and motor vehicle dealers, the two largest trades, showed increases of 7.9% and 7.5% respectively. Department stores, another of the major trades, increased sales by an estimated 8.0% during the year. For the month of December fifteen of the eighteen specified trades as well as the miscellaneous category increased sales, motor vehicle dealers by 16.9% over December 1955.

Estimates for 1955 shown in this report as well as those on which all percentage changes are based have been revised to account for stores coming into business and those going out of business. Estimates for the months of 1956 have also been revised in that projections have been made on the final 1955 results. These 1956 estimates, however, are still subject to further revision for the sales of stores which came into business or discontinued operations during 1956 and for more complete coverage of the sample. Final estimates incorporating these adjustments will be completed and published later this year. It is of interest to note that the net final adjustment for 1955, that is, new stores, stores going out of business and stores changing from one classification to another, amounted to less than 1% of the preliminary estimates.

#### Percentage Changes in Selected Retail Trades

January to December 1956 over January to December 1955

##### Chains and Independents

##### Canada

	<u>All Stores</u>	<u>Chains</u>	<u>Independents</u>
Grocery and Combination .....	+ 7.9	+ 12.1	+ 5.1
Family Clothing .....	+ 6.0	+ 4.9	+ 6.2
Women's Clothing .....	+ 7.8	+ 9.3	+ 8.1
Shoe .....	+ 7.5	+ 9.6	+ 6.2
Lumber and Building Material ....	+ 9.1	+ 13.4	+ 8.0
Furniture, Appliance and Radio ...	+ 6.6	+ 4.2	+ 7.3
Restaurant .....	+ 4.8	+ 1.6	+ 5.1
Drug .....	+ 5.4	+ 6.4	+ 5.3
Jewellery .....	+ 5.8	+ 4.7	+ 6.3

# MONTHLY SALES HARDWARE-BUILDING MATERIALS-FUEL

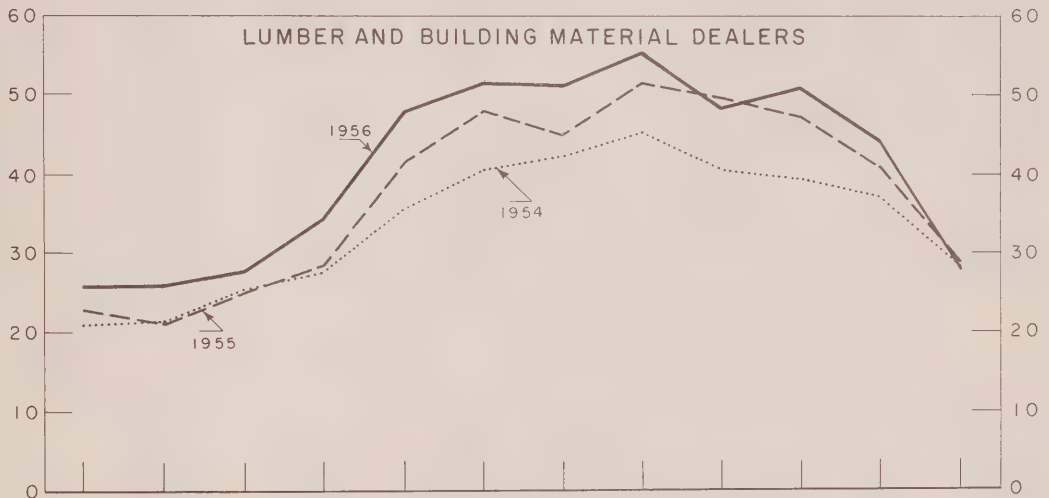
MILLION DOLLARS

MILLION DOLLARS

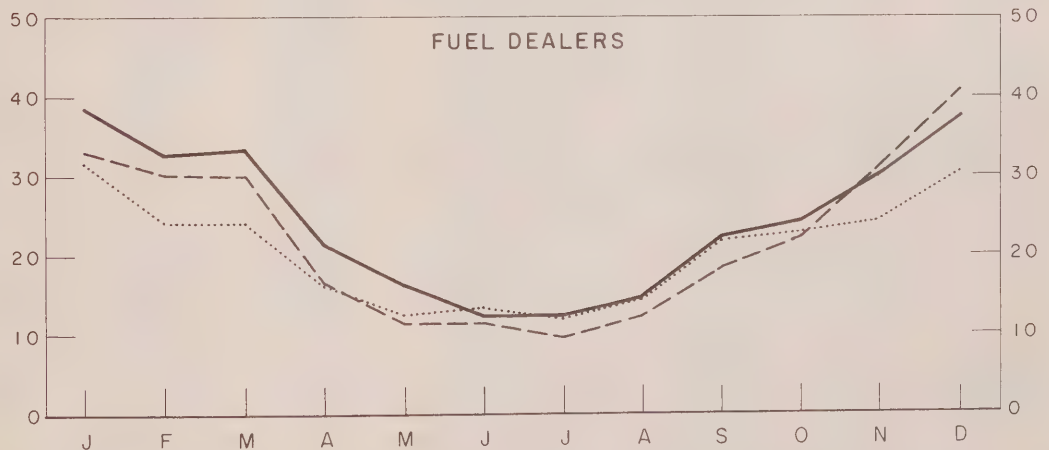
## HARDWARE STORES



## LUMBER AND BUILDING MATERIAL DEALERS



## FUEL DEALERS



December, 1956

(in thousands of dollars)

	KIND OF BUSINESS OR STORE	All Stores	Chain	Independent	All Stores
		Canada			Atlantic
1	TOTAL, ALL TRADES .....	1,438,590	328,307	1,110,283	123,982
2	Grocery & Combination .....	261,103	109,094	152,010	24,610
3	Other Food & Beverage .....	135,987	91,331	44,656	10,984
4	General .....	58,583	3,762	54,821	13,531
5	Department .....	169,574	-	169,574	13,922
6	Variety .....	48,482	40,815	7,667	5,271
7	Motor Vehicle .....	174,960	1,370	173,590	12,211
8	Garage & Filling Station .....	61,741	280	61,461	4,760
9	Men's Clothing .....	34,100	4,322	29,778	2,039
10	Family Clothing .....	30,091	4,891	25,200	5,342
11	Women's Clothing .....	33,285	10,776	22,510	2,301
12	Shoe .....	15,961	7,007	8,954	1,390
13	Hardware .....	31,067	2,724	28,343	2,466
14	Lumber & Building Material .....	28,148	6,078	22,070	1,091
15	Furniture, Appliance & Radio .....	57,716	12,816	44,900	4,400
16	Restaurant .....	41,255	2,900	38,355	1,604
17	Fuel .....	37,705	355	37,350	2,144
18	Drug .....	36,015	4,570	31,446	2,599
19	Jewellery .....	29,894	10,586	19,308	2,194
20	Miscellaneous .....	152,923	14,630	138,290	11,123
		Manitoba			Saskatchewan
21	TOTAL, ALL TRADES .....	70,422	13,093	57,329	77,580
22	Grocery & Combination .....	10,720	3,897	6,824	10,335
23	Other Food & Beverage .....	5,885	4,862	1,023	5,280
24	General .....	5,005	(a)	(a)	7,348
25	Department .....	14,220	-	14,220	8,078
26	Variety .....	1,178	1,123	55	1,719
27	Motor Vehicle .....	7,257	-	7,257	12,986
28	Garage & Filling Station .....	2,213	(a)	(a)	3,910
29	Men's Clothing .....	1,086	93	993	1,330
30	Family Clothing .....	1,226	(a)	(a)	1,240
31	Women's Clothing .....	761	250	510	873
32	Shoe .....	320	79	241	303
33	Hardware .....	2,091	(a)	(a)	3,066
34	Lumber & Building Material .....	2,273	595	1,678	2,576
35	Furniture, Appliance & Radio .....	2,129	223	1,906	2,005
36	Restaurant .....	2,185	162	2,024	2,140
37	Fuel .....	1,122	-	1,122	871
38	Drug .....	1,866	(a)	(a)	2,257
39	Jewellery .....	1,302	(a)	(a)	1,363
40	Miscellaneous .....	7,583	792	6,791	9,900

(a) Indicates figures withheld to avoid disclosing individual operations, but are included in the totals. Any slight differences between the totals and their components are due to the rounding of the figures.

December, 1956

(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent	No.
Provinces			Quebec			Ontario		
22,543	101,439	327,461	67,981	259,480	563,462	153,875	409,587	1
4,606	20,004	71,874	21,677	50,197	104,504	60,582	43,922	2
(a)	(a)	33,473	16,656	16,818	51,558	36,753	14,804	3
823	12,708	10,355	675	9,680	10,414	710	9,704	4
-	13,922	29,550	-	29,550	57,121	-	57,121	5
4,848	424	11,814	9,789	2,025	22,985	19,560	3,425	6
(a)	(a)	33,487	-	33,487	68,942	(a)	(a)	7
(a)	(a)	12,573	(a)	(a)	26,203	(a)	(a)	8
(a)	(a)	7,866	998	6,869	14,530	2,691	11,840	9
(a)	(a)	9,403	2,462	6,940	9,360	1,408	7,952	10
353	1,949	7,786	2,322	5,464	15,130	6,017	9,113	11
(a)	(a)	4,567	2,200	2,366	7,280	3,681	3,600	12
(a)	(a)	5,344	(a)	(a)	11,894	1,131	10,763	13
-	1,091	5,317	(a)	(a)	10,776	1,484	9,292	14
547	3,853	13,813	4,251	9,562	24,899	5,443	19,456	15
68	1,536	11,045	783	10,261	16,119	1,093	15,026	16
-	2,144	10,899	-	10,899	18,611	(a)	(a)	17
207	2,391	6,502	536	5,966	15,658	2,128	13,530	18
701	1,493	6,726	2,111	4,615	13,279	4,736	8,543	19
438	10,686	35,067	2,566	32,501	64,199	6,039	58,160	20
Saskatchewan			Alberta			British Columbia		
12,953	64,627	115,375	23,236	92,139	160,318	34,636	125,682	21
2,653	7,682	15,692	5,856	9,836	23,369	9,823	13,546	22
4,122	1,158	10,870	8,314	2,556	17,939	12,939	5,000	23
(a)	(a)	6,074	(a)	(a)	5,856	828	5,028	24
-	8,078	17,590	-	17,590	29,093	-	29,093	25
1,421	298	2,818	2,197	621	2,697	1,879	818	26
-	12,986	16,108	-	16,108	23,970	-	23,970	27
(a)	(a)	5,442	(a)	(a)	6,642	(a)	(a)	28
(a)	(a)	3,444	(a)	(a)	3,804	(a)	(a)	29
(a)	(a)	1,909	(a)	(a)	1,611	(a)	(a)	30
286	587	2,745	644	2,100	3,690	904	2,786	31
78	225	757	290	468	1,345	357	988	32
(a)	(a)	3,734	(a)	(a)	2,473	(a)	(a)	33
1,534	1,042	3,622	1,972	1,650	2,493	303	2,191	34
257	1,748	4,246	519	3,727	6,224	1,576	4,648	35
33	2,107	3,136	116	3,020	5,026	644	4,382	36
-	871	81	-	81	3,978	(a)	(a)	37
(a)	(a)	3,009	361	2,647	4,125	1,070	3,055	38
396	967	1,468	898	571	3,562	1,311	2,251	39
1,229	8,671	12,630	1,374	11,257	12,421	2,193	10,227	40

(Without Adjustment for Price Changes)

December 1956 Over December 1955

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES .....	+ 6.0	+ 3.4	+ 5.0	+ 4.9	+ 5.0	+15.1	+10.1	+ 7.8
Grocery & Combination .....	+ 6.4	+ 3.2	+ 5.5	+ 9.3	- 1.0	+ 3.4	+ 5.7	+ 5.0
Other Food & Beverage .....	+ 8.8	+ 4.9	+10.0	+ 6.3	+22.0	+11.8	+12.2	+ 9.6
General .....	+ 4.7	+ 4.2	+ 4.8	+ 2.3	+ 1.3	+11.0	+ 6.2	+ 4.4
Department .....	+ 4.0	+ 1.7	- 1.3	+ 2.9	+ 5.6	+ 6.2	+10.5	+ 8.0
Variety .....	+ 8.0	+12.5	+ 5.2	+ 8.7	+ 5.7	+17.4	+ 6.5	+ 3.8
Motor Vehicle .....	+16.9	+11.2	+27.4	+12.5	+ 3.8	+36.4	+19.2	+13.6
Garage & Filling Station .....	+ 1.1	- 1.3	- 3.5	- 2.2	+ 2.0	+24.4	+ 5.7	+11.3
Men's Clothing .....	+ 4.1	+ 0.3	- 3.1	+ 1.2	+19.7	+26.1	+17.8	+12.8
Family Clothing .....	+ 0.4	+ 5.7	- 4.3	- 2.6	+ 8.8	+13.4	+13.0	+ 3.1
Women's Clothing .....	+ 7.6	+10.5	+ 9.9	+ 7.4	+16.5	+16.6	+ 6.7	- 0.7
Shoe .....	+ 4.1	+ 5.0	+ 1.4	+ 1.2	+23.1	+21.7	+24.7	+12.5
Hardware .....	+ 6.5	+ 4.0	+ 2.8	+ 4.1	+ 9.9	+10.1	+17.1	+ 7.7
Lumber & Building Material .....	- 1.8	- 1.1	- 2.9	- 2.2	-11.9	+12.1	+ 7.5	-11.8
Furniture, Appliance & Radio .....	- 0.3	-10.2	- 2.1	+ 0.9	+10.6	+36.7	-10.7	+ 2.9
Restaurant .....	+ 4.8	-14.8	+ 5.3	+ 3.6	+ 3.0	+ 4.0	+ 5.5	+16.7
Fuel .....	- 7.8	- 6.5	- 3.8	-11.1	-11.7	- 1.5	- 8.0	- 5.0
Drug .....	+ 6.1	+ 4.3	+ 8.0	+ 3.3	+ 3.4	+ 9.5	+ 9.7	+12.3
Jewellery .....	+ 6.0	+ 1.6	+11.7	+ 4.8	- 4.8	+14.7	+ 1.1	+ 6.6
Miscellaneous .....	+ 5.9	+ 3.7	+ 0.8	+ 4.9	+10.9	+17.0	+15.6	+ 9.1



(Without Adjustment for Price Changes)

January to December 1956 Over January to December 1955

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES .....	+ 7.4	+ 6.2	+ 8.8	+ 5.6	+ 4.8	+ 8.9	+10.7	+10.3
Grocery & Combination .....	+ 7.9	+ 5.4	+ 8.7	+ 8.6	+ 6.5	+ 3.4	+ 8.8	+ 7.1
Other Food & Beverage .....	+ 5.4	+ 5.5	+ 5.9	+ 3.3	+10.2	+ 6.4	+ 7.1	+ 8.6
General .....	+ 5.3	+ 5.9	+ 6.1	+ 3.3	+ 3.3	+ 7.0	+ 5.5	+ 5.8
Department .....	+ 8.0	+ 7.4	+ 5.2	+ 7.8	+ 4.4	+ 9.5	+12.0	+10.8
Variety .....	+ 9.8	+ 9.6	+ 7.2	+10.7	+10.5	+12.4	+14.2	+ 8.3
Motor Vehicle .....	+ 7.5	+ 8.4	+10.7	+ 1.4	- 1.4	+13.9	+17.4	+13.8
Garage & Filling Station .....	+ 5.4	+ 4.1	+ 8.8	+ 3.2	+ 8.4	+ 2.2	+ 1.7	+13.9
Men's Clothing .....	+ 6.1	+ 3.5	+ 5.2	+ 4.7	+10.5	+ 5.5	+12.3	+ 9.0
Family Clothing .....	+ 6.0	+ 6.8	+ 7.6	+ 2.9	+11.4	+ 6.2	+ 4.7	+ 8.2
Women's Clothing .....	+ 7.8	+ 8.2	+ 7.7	+ 9.1	+ 3.4	+12.3	+ 6.8	+ 3.9
Shoe .....	+ 7.5	+ 1.8	+ 7.5	+ 7.4	+ 8.3	+11.0	+ 9.2	+11.6
Hardware .....	+ 7.1	+ 7.2	+11.1	+ 4.2	+ 8.4	+11.4	+ 8.8	+ 2.9
Lumber & Building Material .....	+ 9.1	+ 5.1	+11.2	+ 7.6	+ 7.3	+ 6.7	+11.9	+13.1
Furniture, Appliance & Radio .....	+ 6.6	+ 1.9	+12.2	+ 4.8	+ 1.5	+10.3	+ 5.5	+ 5.0
Restaurant .....	+ 4.8	+ 1.0	+ 5.1	+ 4.8	+ 1.5	+ 5.4	+ 0.7	+10.4
Fuel .....	+10.8	+ 8.0	+12.8	+12.6	+ 1.4	+ 2.3	+ 2.5	+ 4.1
Drug .....	+ 5.4	+ 6.4	+ 6.7	+ 3.7	+ 2.7	+ 5.3	+ 6.1	+10.3
Jewellery .....	+ 5.8	+ 4.8	+10.4	+ 3.7	- 2.9	+13.0	+ 5.4	+ 7.2
Miscellaneous .....	+ 9.9	+ 7.0	+11.2	+ 7.3	+ 8.0	+13.4	+15.7	+14.1

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(in thousands of dollars)

	KIND OF BUSINESS OR STORE	All Stores	Chain	Independent	All Stores
		Canada			Atlantic
1	TOTAL, ALL TRADES .....	14,088,724	2,570,953	11,517,771	1,197,527
2	Grocery & Combination .....	2,620,964	1,079,337	1,541,627	247,252
3	Other Food & Beverage .....	1,000,775	522,889	477,886	90,925
4	General .....	557,795	35,484	522,311	120,356
5	Department .....	1,242,006	-	1,242,006	100,269
6	Variety .....	274,627	228,469	46,158	27,590
7	Motor Vehicle .....	2,547,109	22,569	2,524,540	219,827
8	Garage & Filling Station .....	756,742	4,246	752,496	55,459
9	Men's Clothing .....	227,358	27,408	199,950	12,168
10	Family Clothing .....	211,906	35,042	176,864	31,477
11	Women's Clothing .....	242,791	66,263	176,528	13,876
12	Shoe .....	132,492	52,664	79,828	9,915
13	Hardware .....	274,122	22,592	251,530	21,118
14	Lumber & Building Material .....	491,661	103,888	387,773	17,095
15	Furniture, Appliance & Radio .....	576,315	121,231	455,084	40,077
16	Restaurant .....	490,234	35,159	455,075	23,001
17	Fuel .....	296,922	3,061	293,861	17,799
18	Drug .....	316,570	39,012	277,558	22,438
19	Jewellery .....	130,851	45,052	85,799	9,709
20	Miscellaneous .....	1,697,484	126,587	1,570,897	117,176
		Manitoba			Saskatchewan
21	TOTAL, ALL TRADES .....	701,308	103,193	598,115	814,585
22	Grocery & Combination .....	114,847	42,139	72,708	102,738
23	Other Food & Beverage .....	34,645	22,484	12,161	34,175
24	General .....	47,343	(a)	(a)	75,696
25	Department .....	107,504	-	107,504	63,003
26	Variety .....	6,658	6,348	310	9,803
27	Motor Vehicle .....	104,188	-	104,188	167,358
28	Garage & Filling Station .....	27,390	(a)	(a)	48,056
29	Men's Clothing .....	7,246	576	6,670	7,534
30	Family Clothing .....	8,538	(a)	(a)	9,692
31	Women's Clothing .....	5,885	2,048	3,837	7,601
32	Shoe .....	3,564	770	2,794	3,191
33	Hardware .....	15,891	(a)	(a)	26,108
34	Lumber & Building Material .....	46,417	10,148	36,269	51,564
35	Furniture, Appliance & Radio .....	21,405	3,043	18,362	17,796
36	Restaurant .....	25,131	2,062	23,069	28,654
37	Fuel .....	7,421	-	7,421	6,795
38	Drug .....	16,511	(a)	(a)	18,909
39	Jewellery .....	6,063	(a)	(a)	6,560
40	Miscellaneous .....	94,661	7,046	87,615	129,352

(a) Indicates figures withheld to avoid disclosing individual operations, but are included in the totals. Any slight differences between the totals and their components are due to the rounding of the figures.

1956

(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent	No.
Provinces			Quebec			Ontario		
179,969	1,017,558	3,269,111	533,021	2,736,090	5,402,959	1,192,388	4,210,571	1
46,638	200,614	736,470	229,156	507,314	1,025,271	575,510	449,761	2
(a)	(a)	262,966	85,172	177,794	388,480	226,865	161,615	3
7,922	112,434	96,285	7,173	89,112	107,225	5,593	101,632	4
-	100,269	220,471	-	220,471	413,529	-	413,529	5
24,834	2,756	73,368	59,220	14,148	126,410	107,158	19,252	6
(a)	(a)	515,358	-	515,358	951,092	(a)	(a)	7
(a)	(a)	160,295	(a)	(a)	323,652	(a)	(a)	8
(a)	(a)	61,829	5,765	56,064	92,522	17,209	75,313	9
(a)	(a)	75,432	18,426	57,006	62,675	9,104	53,571	10
2,187	11,689	63,001	15,740	47,261	103,723	32,616	71,107	11
(a)	(a)	36,379	15,073	21,306	60,984	28,340	32,644	12
(a)	(a)	56,897	(a)	(a)	103,579	8,809	94,770	13
-	17,095	92,489	(a)	(a)	174,178	24,239	149,939	14
5,925	34,152	158,382	40,900	117,482	239,166	49,680	189,486	15
732	22,269	126,420	9,202	117,218	195,392	13,584	181,808	16
-	17,799	80,698	-	80,698	150,474	(a)	(a)	17
1,826	20,612	63,345	5,423	57,922	136,303	17,207	119,096	18
2,851	6,858	38,366	8,228	20,138	57,878	21,049	36,829	19
4,214	112,962	360,660	20,770	339,890	690,426	48,828	641,598	20
Saskatchewan			Alberta			British Columbia		
113,964	700,621	1,146,094	182,354	963,740	1,557,207	266,084	1,291,123	21
28,371	74,367	158,525	60,029	98,496	235,868	97,498	138,370	22
21,293	12,882	67,676	40,972	26,704	121,919	69,852	52,067	23
(a)	(a)	56,413	(a)	(a)	54,480	7,901	46,579	24
-	63,003	127,567	-	127,567	209,669	-	209,669	25
8,102	1,701	15,813	12,361	3,452	14,984	10,446	4,538	26
-	167,358	246,527	-	246,527	342,764	-	342,764	27
(a)	(a)	65,581	(a)	(a)	76,314	(a)	(a)	28
(a)	(a)	22,890	(a)	(a)	23,171	(a)	(a)	29
(a)	(a)	12,649	(a)	(a)	11,449	(a)	(a)	30
2,133	5,468	20,782	4,856	15,926	27,921	6,682	21,239	31
902	2,289	6,606	2,435	4,171	11,856	3,059	8,797	32
(a)	(a)	29,538	(a)	(a)	20,998	(a)	(a)	33
29,458	22,106	60,802	30,224	30,578	49,115	5,429	43,686	34
3,058	14,738	43,896	5,352	38,544	55,601	13,276	42,325	35
435	28,219	36,618	1,283	35,335	55,021	7,861	47,160	36
-	6,795	686	-	686	33,052	(a)	(a)	37
(a)	(a)	24,248	3,154	21,094	34,820	8,941	25,879	38
1,585	4,975	6,548	3,873	2,675	15,725	5,654	10,071	39
10,921	118,431	142,729	12,031	130,698	162,480	22,777	139,703	40



(in thousands of dollars)

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
				Total - All Trades				
January	904,382	72,250	214,695	360,960	41,915	43,467	68,909	102,191
February	901,620	74,376	215,799	354,139	42,868	42,591	71,734	100,114
March	1,104,105	91,834	266,746	434,692	52,976	51,967	84,716	121,178
April	1,135,782	94,551	269,631	440,548	52,709	62,707	91,477	124,176
May	1,272,651	111,993	295,442	485,121	64,274	76,013	101,736	138,483
June	1,298,432	113,055	295,716	504,174	64,043	77,766	105,781	137,905
July	1,185,113	107,435	263,781	444,724	61,637	71,537	99,900	136,100
August	1,218,656	106,048	276,113	443,296	62,346	87,058	104,031	139,765
September	1,186,339	98,468	276,296	445,863	60,869	72,186	98,619	134,043
October	1,209,718	101,211	278,004	453,613	64,039	78,798	102,117	131,943
November	1,233,336	102,724	289,427	472,367	63,210	72,922	101,699	130,991
December	1,438,590	123,982	327,461	563,462	70,422	77,580	115,375	160,318
ANNUAL TOTAL	14,088,724	1,197,527	3,269,111	5,402,959	701,308	814,585	1,146,094	1,557,207
				Grocery and Combination Stores				
January	189,524	16,893	55,321	74,316	8,132	7,020	11,229	16,614
February	190,693	18,107	53,163	75,122	8,441	7,403	11,270	17,188
March	222,605	20,300	62,983	88,509	9,640	8,683	13,201	19,289
April	200,938	19,002	56,856	78,515	8,923	7,820	11,803	18,020
May	217,708	20,572	61,523	84,411	9,472	8,573	13,276	19,881
June	236,798	21,998	67,169	91,791	10,405	9,353	14,388	21,695
July	215,419	22,930	59,330	82,353	9,421	7,895	13,025	20,465
August	219,840	20,898	61,989	83,956	9,864	9,034	13,768	20,331
September	221,244	20,620	61,982	86,207	9,924	8,727	13,965	19,820
October	220,846	20,889	61,772	85,928	9,944	8,933	13,565	19,816
November	224,246	20,433	62,508	89,659	9,961	8,962	13,343	19,380
December	261,103	24,610	71,874	104,504	10,720	10,335	15,692	23,369
ANNUAL TOTAL	2,620,964	247,252	736,470	1,025,271	114,847	102,738	158,525	235,868

**Note:** Any slight differences between the totals and their components are due to the rounding of the figures.

(in thousands of dollars)

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
<u>Other Food and Beverages</u>								
January	64,921	5,920	18,468	24,083	1,928	1,992	4,163	8,367
February	65,985	6,007	18,153	25,594	2,052	2,070	4,235	7,874
March	79,434	6,805	20,753	31,993	2,226	2,494	5,124	9,839
April	70,560	6,311	19,823	26,841	2,216	2,286	4,582	8,502
May	79,196	7,064	22,071	30,666	2,651	2,471	4,838	9,437
June	86,246	7,921	21,500	35,015	2,924	3,081	5,510	10,295
July	79,374	8,128	19,091	30,972	2,995	2,774	5,386	10,030
August	87,573	9,182	21,596	34,447	2,957	2,847	5,901	10,643
September	82,740	7,474	22,409	32,663	2,697	2,739	5,267	9,493
October	83,421	7,751	21,881	32,241	2,984	3,113	5,773	9,679
November	85,338	7,378	23,748	32,407	2,930	3,028	6,027	9,821
December	135,987	10,984	33,473	51,558	5,885	5,280	10,870	17,939
ANNUAL TOTAL	1,000,775	90,925	262,966	388,480	34,645	34,175	67,676	121,919
<u>General Stores</u>								
January	35,041	7,265	5,779	7,361	2,895	4,391	3,848	3,503
February	34,008	7,319	5,595	6,973	2,916	3,905	3,910	3,391
March	39,919	8,517	6,367	7,833	3,463	5,219	4,337	4,183
April	39,198	8,574	6,092	7,964	3,331	5,028	4,040	4,170
May	49,410	10,483	8,228	10,047	4,041	7,091	4,982	4,538
June	51,233	11,340	8,576	10,001	4,305	6,867	5,373	4,771
July	48,493	10,628	8,278	9,604	4,206	6,367	4,748	4,663
August	50,761	10,777	8,839	9,696	4,392	7,589	4,608	4,859
September	49,887	10,524	8,908	9,298	4,303	7,251	4,824	4,779
October	50,794	10,529	9,775	8,859	4,196	7,781	4,722	4,932
November	50,468	10,869	9,493	9,175	4,290	6,859	4,947	4,835
December	58,583	13,531	10,355	10,414	5,005	7,348	6,074	5,856
ANNUAL TOTAL	557,795	120,356	96,285	107,225	47,343	75,696	56,413	54,480

Note: Any slight differences between the totals and their components are due to the rounding of the figures.



(In thousands of dollars)

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
<u>Department Stores</u>								
January	74,043	5,335	12,986	25,059	6,520	3,780	8,082	12,280
February	75,154	5,761	13,676	25,593	6,205	3,663	7,519	12,737
March	93,503	7,472	17,131	30,913	8,052	4,645	9,927	15,363
April	94,869	7,701	17,189	31,631	8,595	5,023	9,534	15,197
May	102,884	9,399	19,382	34,057	8,476	5,247	9,808	16,516
June	99,517	8,487	17,839	33,341	8,597	5,139	9,825	16,290
July	78,833	6,547	12,550	24,697	7,521	4,079	8,856	14,582
August	91,397	7,348	15,882	28,451	7,911	4,745	9,889	17,171
September	106,346	7,614	20,264	35,262	8,700	4,888	10,643	18,976
October	115,721	9,136	20,029	38,712	10,930	6,442	12,014	19,360
November	140,165	11,547	23,993	48,692	12,677	7,274	13,880	22,104
December	169,574	13,922	29,550	57,121	14,220	8,078	17,590	29,093
ANNUAL TOTAL	1,242,006	100,269	220,471	413,529	107,504	63,003	127,567	209,669
<u>Variety Stores</u>								
January	13,975	1,144	3,896	6,527	335	483	773	817
February	14,188	1,256	3,840	6,598	326	520	836	812
March	20,933	1,911	5,698	9,907	511	670	1,146	1,091
April	18,937	1,775	5,217	8,499	471	713	1,179	1,084
May	21,117	1,987	6,069	9,389	537	765	1,221	1,148
June	24,070	2,345	6,830	10,973	584	829	1,310	1,199
July	20,834	2,155	5,489	9,523	500	754	1,245	1,169
August	21,276	2,172	5,916	9,505	500	786	1,186	1,210
September	22,190	2,298	6,011	10,231	513	722	1,185	1,230
October	22,625	2,291	6,103	10,248	572	864	1,366	1,180
November	26,000	2,985	6,485	12,025	631	978	1,548	1,347
December	48,482	5,271	11,814	22,985	1,178	1,719	2,818	2,697
ANNUAL TOTAL	274,627	27,590	73,368	126,410	6,658	9,803	15,813	14,984

Note: Any slight differences between the totals and their components are due to the rounding of the figures.

(in thousands of dollars)

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
<u>Motor Vehicle Dealers</u>								
January	134,096	10,356	27,817	50,830	4,978	6,452	13,041	20,623
February	155,422	11,020	34,449	58,957	5,637	7,624	16,836	20,899
March	208,790	17,729	44,896	82,558	7,744	9,784	19,155	26,924
April	263,797	22,537	56,967	102,638	8,632	16,524	24,117	32,382
May	292,718	29,298	60,978	108,406	13,448	18,076	25,593	36,920
June	276,247	26,567	53,097	106,902	11,364	18,447	25,145	34,726
July	251,223	23,396	49,061	91,743	11,002	16,965	24,486	34,570
August	229,444	20,559	44,900	79,912	9,703	18,407	23,435	32,527
September	194,216	16,644	37,155	68,627	8,402	14,110	20,510	28,768
October	186,554	15,503	35,784	67,323	8,314	14,398	18,846	26,387
November	179,642	14,007	36,767	64,254	7,707	13,585	19,255	24,068
December	174,960	12,211	33,487	68,942	7,257	12,986	16,108	23,970
ANNUAL TOTAL	2,547,109	219,827	515,358	951,092	104,188	167,358	246,527	342,764
<u>Garages and Filling Stations</u>								
January	54,253	3,588	12,138	23,926	1,942	2,721	4,195	5,743
February	50,579	3,317	11,561	21,975	1,643	2,695	4,137	5,250
March	57,715	4,140	13,569	24,700	1,863	3,073	4,795	5,576
April	58,298	4,175	12,641	25,133	2,000	3,011	5,262	6,076
May	68,325	4,855	13,950	29,693	2,636	4,114	6,376	6,703
June	68,849	4,846	14,037	29,844	2,672	4,773	6,156	6,520
July	69,110	5,412	14,445	29,542	2,706	4,272	5,967	6,765
August	69,475	5,242	14,007	29,143	2,428	5,578	6,032	7,046
September	64,497	4,819	13,412	27,362	2,239	4,525	5,655	6,486
October	67,533	4,809	14,324	27,986	2,452	5,197	5,873	6,893
November	66,367	5,496	13,638	28,145	2,596	4,187	5,691	6,614
December	61,741	4,760	12,573	26,203	2,213	3,910	5,442	6,642
ANNUAL TOTAL	756,742	55,459	160,295	323,652	27,390	48,056	65,581	76,314

Note: Any slight differences between the totals and their components are due to the rounding of the figures.

(in thousands of dollars)

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
<u>Men's Clothing Stores</u>								
January	16,820	779	4,421	7,343	460	470	1,552	1,796
February	12,219	735	3,095	5,182	453	363	996	1,396
March	16,682	869	5,280	6,611	502	486	1,515	1,419
April	16,411	890	4,690	6,314	568	567	1,800	1,582
May	16,844	880	4,287	7,046	554	533	1,751	1,793
June	20,265	1,094	5,814	8,409	640	685	2,011	1,611
July	15,563	956	4,101	6,203	436	496	1,741	1,630
August	16,016	881	4,909	5,979	441	412	1,575	1,819
September	18,108	959	4,985	7,230	543	571	1,903	1,918
October	20,006	944	5,462	7,668	726	795	2,441	1,971
November	24,324	1,142	6,919	10,007	837	826	2,272	2,321
December	34,100	2,039	7,866	14,530	1,086	1,330	3,444	3,804
ANNUAL TOTAL	227,358	12,168	61,829	92,522	7,246	7,534	22,890	23,171
<u>Family Clothing Stores</u>								
January	12,894	1,682	4,574	4,014	443	562	772	847
February	9,890	1,389	3,586	3,007	361	429	624	494
March	16,398	2,229	6,220	5,126	647	509	942	725
April	16,138	2,279	6,191	4,560	704	664	947	795
May	16,693	2,541	6,129	4,622	776	812	988	826
June	18,865	2,949	6,744	5,309	939	988	1,029	908
July	14,375	2,173	4,991	3,993	633	703	933	950
August	15,879	2,379	5,771	4,330	541	765	1,029	1,065
September	18,437	2,513	6,783	5,604	758	698	1,005	1,075
October	19,755	2,761	7,037	5,677	715	1,227	1,299	1,040
November	22,491	3,240	8,003	7,073	795	1,095	1,172	1,113
December	30,091	5,342	9,403	9,360	1,226	1,240	1,909	1,611
ANNUAL TOTAL	211,906	31,477	75,432	62,675	8,538	9,692	12,649	11,449

Note: Any slight differences between the totals and their components are due to the rounding of the figures.



(in thousands of dollars)

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
<u>Women's Clothing Stores</u>								
January	15,656	831	3,774	7,002	345	507	1,256	1,941
February	12,357	681	3,058	5,608	289	345	1,128	1,247
March	19,694	924	5,678	8,079	411	522	1,480	2,600
April	19,040	848	5,402	7,950	489	634	1,715	2,003
May	20,773	1,281	5,301	8,507	513	719	1,926	2,526
June	21,557	1,128	6,351	9,056	548	706	1,825	1,944
July	17,630	1,003	4,608	7,255	423	587	1,602	2,150
August	17,222	1,161	4,724	6,753	436	488	1,543	2,116
September	20,826	1,065	5,301	9,322	534	603	1,555	2,445
October	22,730	1,407	5,373	9,590	602	887	2,046	2,825
November	22,021	1,246	5,645	9,471	534	730	1,961	2,434
December	33,285	2,301	7,786	15,130	761	873	2,745	3,690
ANNUAL TOTAL	242,791	13,876	63,001	103,723	5,885	7,601	20,782	27,921
<u>Shoe Stores</u>								
January	8,372	530	2,041	4,113	225	152	389	922
February	6,240	450	1,606	2,943	136	159	324	623
March	10,013	736	2,758	4,740	230	203	515	831
April	10,243	766	2,826	4,407	343	300	587	1,015
May	11,818	842	3,180	5,347	364	335	677	1,074
June	13,648	1,127	3,799	6,462	431	341	477	1,011
July	10,655	759	3,043	4,726	266	259	548	1,054
August	10,621	784	3,053	4,685	285	231	574	1,009
September	11,762	877	3,055	5,546	338	294	553	1,099
October	10,379	785	2,619	4,703	315	340	596	1,021
November	12,780	869	3,832	6,032	311	274	609	852
December	15,961	1,390	4,567	7,280	320	303	757	1,345
ANNUAL TOTAL	132,492	9,915	36,379	60,984	3,564	3,191	6,606	11,856

Note: Any slight differences between the totals and their components are due to the rounding of the figures.

## ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1956

(in thousands of dollars)

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
<u>Hardware Stores</u>								
January	14,300	920	2,644	6,115	857	1,033	1,506	1,226
February	14,361	1,002	2,774	5,802	801	1,167	1,647	1,168
March	17,051	1,291	3,440	6,637	962	1,350	1,810	1,561
April	19,904	1,447	3,844	7,723	1,175	2,037	2,258	1,420
May	24,803	1,744	5,552	9,490	1,362	2,343	2,544	1,770
June	26,797	2,069	5,866	10,409	1,468	2,581	2,546	1,857
July	24,667	2,140	5,305	9,280	1,417	2,286	2,366	1,874
August	25,590	1,989	5,733	9,070	1,359	2,873	2,642	1,925
September	24,733	1,947	5,392	9,037	1,490	2,333	2,636	1,899
October	25,942	2,235	5,788	9,020	1,445	2,587	3,023	1,845
November	24,907	1,868	5,215	9,102	1,464	2,452	2,826	1,980
December	31,067	2,466	5,344	11,894	2,091	3,066	3,734	2,473
ANNUAL TOTAL	274,122	21,118	56,897	103,579	15,891	26,108	29,538	20,998
<u>Lumber and Building Material Dealers</u>								
January	25,996	845	4,659	10,107	2,326	2,163	2,872	3,024
February	26,042	792	4,930	9,847	2,395	1,884	3,052	3,141
March	27,855	940	5,914	9,804	2,360	1,705	3,366	3,766
April	34,376	1,028	7,237	12,349	2,766	2,247	4,187	4,561
May	47,921	1,686	9,190	17,728	4,214	4,694	5,364	5,045
June	51,360	1,749	9,537	18,732	4,837	5,665	6,113	4,727
July	51,140	1,799	9,902	17,756	5,110	5,769	6,230	4,575
August	55,425	1,911	10,645	17,919	5,366	7,536	7,177	4,876
September	48,407	1,775	8,305	16,696	4,810	6,028	6,241	4,552
October	50,756	1,918	9,220	17,209	5,515	6,054	6,128	4,712
November	44,235	1,561	7,633	15,255	4,451	5,243	6,450	3,643
December	28,148	1,091	5,317	10,776	2,273	2,576	3,622	2,493
ANNUAL TOTAL	491,661	17,095	92,489	174,178	46,417	51,564	60,802	49,115

Note: Any slight differences between the totals and their components are due to the rounding of the figures.



(in thousands of dollars)

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
<u>Furniture, Appliance and Radio Stores</u>								
January	40,526	2,822	9,812	17,688	1,850	1,322	3,498	3,534
February	40,044	2,699	12,342	15,087	1,382	1,176	3,442	3,916
March	42,802	2,571	12,466	17,775	1,538	1,086	3,311	4,057
April	42,517	2,965	11,589	18,368	1,587	1,141	2,988	3,880
May	48,025	3,225	14,867	19,633	1,386	971	3,465	4,480
June	49,464	3,305	13,856	20,441	1,802	1,616	3,744	4,701
July	45,715	3,343	12,136	19,398	1,484	1,501	3,202	4,651
August	48,332	3,510	13,267	20,106	1,959	1,326	3,321	4,843
September	52,200	3,587	15,395	20,944	2,105	1,398	3,937	4,834
October	54,919	3,540	14,605	22,809	2,282	2,013	4,446	5,226
November	54,055	4,110	14,234	22,018	1,901	2,241	4,296	5,255
December	57,716	4,400	13,813	24,899	2,129	2,005	4,246	6,224
ANNUAL TOTAL	576,315	40,077	158,382	239,166	21,405	17,796	43,896	55,601
<u>Restaurants</u>								
January	35,789	1,828	9,069	14,162	1,807	2,252	2,650	4,021
February	34,085	1,701	8,955	13,646	1,729	1,918	2,608	3,529
March	37,141	1,834	8,987	14,876	1,992	2,262	3,029	4,161
April	38,068	1,664	9,729	15,132	2,019	2,330	3,126	4,068
May	41,898	1,700	10,789	17,168	2,125	2,578	3,052	4,486
June	43,310	2,050	11,096	17,755	2,192	2,502	3,020	4,697
July	45,761	2,393	11,432	17,815	2,313	2,620	3,493	5,693
August	47,020	2,609	11,508	18,920	2,420	2,858	3,254	5,453
September	43,380	2,038	11,712	17,158	2,082	2,366	2,968	5,057
October	42,584	1,787	11,428	16,864	2,157	2,586	3,222	4,540
November	39,943	1,793	10,670	15,777	2,110	2,242	3,060	4,290
December	41,255	1,604	11,045	16,119	2,185	2,140	3,136	5,026
ANNUAL TOTAL	490,234	23,001	126,420	195,392	25,131	28,654	36,618	55,021

Note: Any slight differences between the totals and their components are due to the rounding of the figures.

(in thousands of dollars)

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
<b>Fuels</b>								
January	38,962	1,830	10,468	20,998	938	892	91	3,746
February	32,997	1,770	9,237	16,259	821	762	77	4,071
March	33,120	1,833	9,479	16,997	688	624	54	3,444
April	21,376	1,223	6,034	10,962	360	409	22	2,367
May	16,138	1,063	4,415	8,356	231	368	25	1,681
June	12,334	762	2,742	6,570	114	242	27	1,877
July	12,259	774	2,742	6,369	344	330	33	1,667
August	14,785	807	4,119	7,643	144	339	34	1,699
September	22,241	1,391	6,066	11,272	870	560	69	2,013
October	24,646	2,201	6,481	11,442	784	693	86	2,958
November	30,359	2,001	8,016	14,995	1,005	705	87	3,551
December	37,705	2,144	10,899	18,611	1,122	871	81	3,978
ANNUAL TOTAL	296,922	17,799	80,698	150,474	7,421	6,795	686	33,052
<b>Drug Stores</b>								
January	23,957	1,679	4,899	10,635	1,246	1,308	1,708	2,482
February	23,812	1,669	4,777	10,478	1,245	1,278	1,759	2,606
March	26,351	1,905	5,231	11,467	1,373	1,484	1,977	2,914
April	24,251	1,733	5,005	10,244	1,313	1,507	1,891	2,559
May	25,693	1,773	5,556	10,863	1,343	1,458	1,920	2,780
June	26,087	1,845	5,131	11,434	1,360	1,535	1,969	2,814
July	25,370	1,806	5,183	10,853	1,333	1,412	1,967	2,817
August	25,871	1,832	5,287	10,895	1,372	1,620	1,965	2,900
September	25,991	1,809	5,056	11,094	1,341	1,766	2,002	2,922
October	27,324	1,961	5,553	11,516	1,412	1,686	2,186	3,010
November	25,848	1,827	5,165	11,166	1,307	1,598	1,895	2,891
December	36,015	2,599	6,502	15,658	1,866	2,257	3,009	4,125
ANNUAL TOTAL	316,570	22,438	63,345	136,303	16,511	18,909	24,248	34,820

Note: Any slight differences between the totals and their components are due to the rounding of the figures.

(in thousands of dollars)

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
<u>Jewellery Stores</u>								
January	6,918	481	1,559	3,044	298	285	376	875
February	7,059	547	1,473	3,073	374	324	376	891
March	8,115	577	1,869	3,429	413	432	416	979
April	8,545	551	2,051	3,861	402	358	409	912
May	9,634	685	2,088	4,313	411	535	486	1,116
June	10,218	790	2,304	4,404	433	548	470	1,270
July	8,321	740	1,590	3,637	395	440	432	1,087
August	9,691	854	2,041	4,049	478	520	528	1,222
September	9,828	732	2,129	4,204	529	510	456	1,267
October	9,817	695	2,067	4,422	430	586	486	1,130
November	12,811	863	2,469	6,163	598	659	645	1,414
December	29,894	2,194	6,726	13,279	1,302	1,363	1,468	3,562
ANNUAL TOTAL	130,851	9,709	28,366	57,878	6,063	6,560	6,548	15,725
<u>Miscellaneous</u>								
January	98,339	7,522	20,370	43,637	4,390	5,682	6,908	9,830
February	96,485	8,154	19,529	42,395	5,662	4,906	6,958	8,881
March	125,984	9,251	28,027	52,738	8,161	6,736	8,616	12,456
April	138,316	9,082	30,248	57,457	6,815	10,101	11,030	13,583
May	161,053	10,515	31,887	65,379	9,734	14,330	13,444	15,763
June	161,567	10,683	33,428	67,326	8,428	11,868	14,843	14,992
July	150,371	10,353	30,504	59,005	9,132	12,028	13,751	15,597
August	162,438	11,153	31,927	57,837	9,796	19,104	15,570	17,051
September	149,306	9,782	31,976	58,106	8,691	12,097	13,245	15,410
October	153,366	10,069	32,703	61,396	9,164	12,616	13,999	13,418
November	147,336	9,489	34,994	60,951	7,105	9,984	11,735	13,078
December	152,923	11,123	35,067	64,199	7,583	9,900	12,630	12,421
ANNUAL TOTAL	1,697,484	117,176	360,660	690,426	94,661	129,352	142,729	162,480

Note: Any slight differences between the totals and their components are due to the rounding of the figures.













**BINDING SECT. NOV 4 - 1974**



